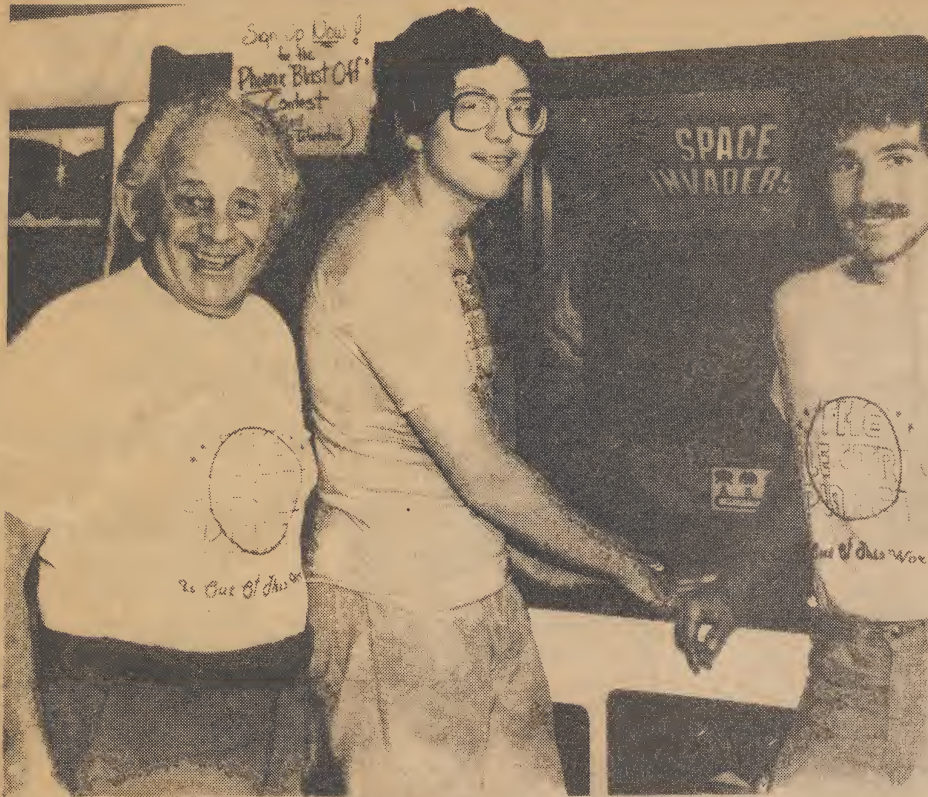


Heineman and four other finalists fought it out in front of of a quiet audience of relatives, reporters, friends and contest officials.

“Fweep, fweep, fweep,” went the lasers. “Krch, krch, krch,” went the doomed aliens. For two, mind-numbing hours, contestants stared at their screens and manipulated laser guns.



NATIONAL WINNER

Bill Heineman (center) works out on "Space Invaders" game at the Electric Planet in Montebello Mart while owners Jess and Robert Blake look on. Heineman is the 1980 National Champion of the game and logged 165,200 points in the New York finals.

SAVED EARTH LAST YEAR

National champ plays here

Many people do not know it, but last year alien invaders were held off for nearly two hours and were finally vaporized by deadly laser cannons before they could land on earth and destroy it.

The war was a mock trial, of course, but it allowed Bill Heineman of Whittier to become the 1980 National Champion of "Space Invaders" video computer game.

Heineman now spends a lot of his time at The

Electric Planet in Montebello Mart trying to beat "Astro Blaster," a game in which he has reached sector four.

"I keep running out of fuel," said Heineman, "and the only way I'm going to get any farther is if I can get in back of the machine and reprogram it."

He could, too, because he is studying computer programming at Rio Hondo College and has an IQ of 157.

Last year at age 16 and

just out of Whittier and Frontier high schools, Heineman left for New York to compete in Space Invader finals.

He had recently won first place in the regionals in Topanga Plaza. At that time he scored 83,000 points while his closest adversary won 53,000 points.

In New York he was declared the winner with 165,200 points in a 90-minute period. Actually he played so long the plug was pulled after scorers realized he was the overwhelming winner.

Heineman won a \$2,500 computer game which he rents out. It is a table top "Missile Command Control" by Atari. He also has reprogrammed the game "Berserk" with a voice box.

Watching the champion at "Astro Blasters" is a learning experience. It is basically shooting down

warp button which slows down the alien ships. But this uses more fuel.

It seems that Heineman can predict where the alien ships will go as he guides his ship back and forth in predatory fashion. Periodically the game stops for a refueling operation as a mother ship descends with open arms.

Heineman practiced "Space Invaders" for hours at a time before his New York trip, and he is doing the same with "Astro Blasters."

Not only did he practice the Atari game for hours, he knew the inside of the game cartridges and could predict where and when alien guns would be fired.

The hero who saved earth last year continues to compete with the "Blasters" game and studies electronics, a field he has been in

City targ

Major repairs to public improvements have been under way in recent weeks in two Neighborhood Strategy Area (NSA) projects conducted by the City of Montebello, city hall reported.

The work completed NSA No. 1 and began NSA No 2 where work will continue for the next two years.

The NSA projects, both in central Montebello, use grant funds from the federal Housing and Community Development Act (HCDA). More than \$380,000 has been committed to the two NSA projects to date, with a third project and an additional \$85,000 expected next fiscal year.

Chief goal of these projects is to encourage investment by property owners in their homes through setting a good example on public property.

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residents formation of grams homeowner their houses

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The good taste place...

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SPACE INVADERS

(NEW YORK) -- FOR TWO HOURS TODAY, BILL HEINEMAN HELD OFF THE ALIEN INVADERS WITH HIS DEADLY LASER CANNONS, VAPORIZING THEM BEFORE THEY HAD A CHANCE TO LAND ON EARTH AND DESTROY CIVILIZATION AS WE KNOW IT.

AFTER TWO HOURS, HEINEMAN ENDED HIS VALIANT DEFENSE OF THIS PLANET. THE INVADERS WERE STILL COMING, BUT HEINEMAN HAD ACCOMPLISHED HIS AIM: HE WAS WINNER OF THE NATIONAL FINALS OF THE "SPACE INVADERS" VIDEO COMPUTER GAME WHICH HAS BECOME A PHENOMENON.

WILLIAM F. GRUBB, VICE PRESIDENT OF WARNER COMMUNICATION'S ELECTRONIC ENTERTAINMENT DIVISION IN NEW YORK, WHICH MANUFACTURES "SPACE INVADERS," SAYS THE COMPETITION WAS CREATED AFTER THEY WERE INUNDATED WITH LETTERS FROM "SPACE INVADER" FANATICS RAVING ABOUT THE GAME AND THEIR SKILLS.

ONE THOUSAND ENTHUSIASTS VIED AT EACH OF FOUR REGIONAL COMPETITIONS, IN SAN JOSE, LOS ANGELES, DALLAS-FORT WORTH, AND CHICAGO. LINES FORMED AS EARLY AS 5 A.M. AT SOME OF THE CONTESTS, AND PARTICIPANTS RANGED IN AGE FROM 3 1/2 TO 73. AND ON SATURDAY, 4,000 PERSONS TOOK PART IN THE NEW YORK REGIONAL COMPETITION.

TODAY, THE FIVE FINALISTS FOUGHT IT OUT IN NEW YORK IN FRONT OF A QUIET AUDIENCE OF RELATIVES, REPORTERS, FRIENDS AND WARNER OFFICIALS.

IN A POST-GAME INTERVIEW WITH REPORTERS, HEINEMAN, OF WHITTIER, CALIFORNIA, A HIGH SCHOOL SENIOR WHO WANTS TO BE A COMPUTER PROGRAMMER, SAID HE WAS "ADDICTED TO THE GAME." HE HAD WON A TWO THOUSAND FIVE HUNDRED DOLLAR (\$2,500) COMPUTER GAME FOR HIS EFFORTS.

THE ONLY NEW YORKER IN THE GROUP WAS 14-YEAR-OLD FRANK TATRO OF FORKTOWN HEIGHTS, WHO PLACED THIRD IN THE COMPETITION.

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HF

The Fastest Ray Gun in the East

By STEPHEN J. JESSELLI

THERE were Space Invaders in New York City. They were tiny little creatures with moving claws, that would shoot death rays at anyone who was not quick enough to get out of the way or defend themselves. Four thousand people accepted the challenge. There were few survivors. One of them was Frank Tetro, a 14-year-old earthling from Yorktown Heights.

Last week at the lower level of the Citicorp Center in New York City, Atari Incorporated held the Eastern Regional Space Invaders video game championship. The winner would gain the rights to play the four other regional winners, from Chicago, Dallas, Los Angeles and San Francisco.

Space Invaders, one of the nation's latest leisure crazes, is a video game



SPACE INVADERS® Game Program™

© Trademark of Taito America Corp.
Trademark of Atari, Inc.

that combines sharp and detailed graphics and sound effects with hand-eye coordination. The object of the game is to shoot down every advancing column of aliens before they reach the planet's surface. The more creatures and space ships you hit, the more points you receive. While a competitor fires at them, the Invaders are also zapping him with rays, which, of course, must be dodged. When an invader hits your shooting base three times, or if the columns get to the planet's surface before they are eliminated, the game is over.

Originally introduced in 1978 to Japan by Taito Inc., the game was a quick success. When the Bailey Manufacturing Company placed the coin-operated game in American airports, game rooms, pizza parlors, bowling alleys and bars in late 1978, it seemed that people here could not put their hands in their pocket fast enough to get a quarter out. Last February, Atari produced a home video version of the

game on a cartridge that has 112 variations of the game. It became the fastest-selling cartridge ever produced by the company.

The Space Invaders wave had begun. T-shirts, hats, songs, dolls and clubs were formed. In bars, beer took a back seat to the game. Pinball machines went into disuse. A high scorer in the game drew respected glances. A new hand ailment called Space Invaders cramps developed.

The game's popularity is a puzzle to doctors, sociologists and psychologists. There are many explanations about why people enjoy this game. It is easy to learn. Many people refuse to become defeated by a machine. People see their friends play well and think that they can prove themselves by doing better. Steve Marmel, the 15-year-old Chicago regional winner explained why he played: "When I get frustrated, I like to blow things up; that's why I like this game."

When Frank Tetro, a ninth grader at Lakeland High School, made his confirmation in May, he was asked what he wanted as a gift. "I'd like an Atari home video set," he replied. Frank received the gift. He played with it, and played and played. "My parents thought I was crazy," he said, "but that game is the only thing that I'm real good at."

In early Autumn, Frank heard that a video store in Carmel was having a Space Invaders contest. Frank went home, practiced four hours a day and entered the contest. When it was his turn to play, he started killing Invaders. Four hours later, as Frank was amassing 280,000 points, the manager of the store tapped him on the shoulder and said, "Frank, you can stop playing now. I think you won." It was the first time that the teen-ager had won anything other than the breast stroke in an Elks Club swimming meet.

A few days before the big contest in Manhattan, Frank Tetro heard about it from a friend. Frank, who had his good luck charm in his back pocket, went to register for the contest, and his mother, Maryann, who kept telling everyone that her son was going to win, and his younger sister Joy, 9, went with him.

Long lines began forming as early as 8 A.M. at the Citicorp Center and stretched from inside the building and curled around a stairway until they reached outside to the sidewalks. Inside on the main floor, there were 20 television monitors, constantly making a boom-boom boom-boom sound that picked up speed as the Invaders got a level closer to the defenders. Atari officials kept score for each contestant.

Frank's turn came at 9:55 A.M. An



Frank Tetro competing in last Monday's National Space Invaders Contest, and right, winning the Eastern Regional championship

H. W. Celnik

A new hand ailment called Space Invaders cramps has developed

hour later, he was still playing. Television cameramen and reporters began to take notice.

Then Frank began to move around.

His fingers started to sweat, his back ached and he told his audience, "My legs are killing me." At 11:40 A.M., Frank lost his third gun, and his game was over. First, the crowd moaned, then it started to applaud. "I was hoping to get hit, I had to go to the bathroom," he said tiredly. He then went on to explain the strategy of winning the game.

"There definitely is a pattern to this game, but to tell the truth, I don't want to look at Invaders for a long time after this is all over," said the Eastern regional champ. His total of 110,125 points, had made him the highest scorer in the nation, topping Bill Heineman, the Los Angeles regional leader, who had 83,475 points in his division. Either way, Frank Tetro was the best in

the East. He called his father, a New York City police officer who was home with the chicken pox, to tell him he had won. That night all Frank's friends came over to watch their space hero on the television news programs.

Last Sunday, representatives of Atari picked him and his mother up from their Westchester home and drove them to the city. Frank Tetro got to meet the other regional winners, went to an Italian restaurant and checked into the Berkshire Hotel to wait for last Monday's National Space Invaders Contest.

Five television sets were lined in a row. All the boys wore custom-made T-shirts imprinted with their names and declaring them the regional champions. "I don't have a chance," said

Frank, whose ambition is to become a pediatrician.

As they played, each boy looked to see what the competition was doing. Everyone had his own strategy. They all played with blank expressions, like the contest was becoming mechanical.

Frank played slowly and steadily, and was losing ground fast against two of his opponents, Bill Heineman, 16, from Los Angeles, whose hobby is computers, and Hing Ng, 16, from San Francisco. At noon, the competition was over, and Frank finished third, with 133,300 points and a \$500 prize. Frank said, "I didn't know that the game was timed, I think I might have won it all." As he walked into an adjoining room, he said, "These games are the only things I'm really good at." ■



National champion Bill Heineman shows how he attacks his "Space Invaders" enemies on video screen.

Meet the 16-year-old national champ of 'Space Invaders' (video division)

By Greg Braxton
Herald Examiner staff writer

It's enough to make Darth Vader turn in his cape.

Actually, Bill Heineman bears little resemblance to the heroic persona of Luke Skywalker, but Heineman has annihilated more hostile alien forces than all of the Rebel Alliance's warships combined.

When Heineman, 16, left for New York City last Sunday to participate in the national finals of the Warner Communications "Space Invaders" computer video game, he was just another senior at Whittier High School who is an addict of the game which has achieved phenomenal popularity in pinball parlors and arcades around the country.

When he came home Monday night, he was the top home video "Space Invaders" player in the nation, having destroyed 165,200 alien spaceships in a 90-minute period.

The Force was definitely with him.

"I love this game," Heineman said yesterday as he plopped a quarter in a "Space Invaders" game at the Sega Center arcade in Downey. "When I sleep at night, I dream up new strategies to shoot these little buggers down."

All in self-defense, please understand.

"Space Invaders" addicts say that

playing the game is the ultimate exercise in feeling paranoid and persecuted. There is almost no way that you can win.

"Subconsciously, you hope that you can win, but you know you can't," said Jonas Halperin, assistant vice president of Warner Communications, which distributes the game on video cassettes under the Atari label. "The only thing that matters is how long you can survive, and how much damage you can do to the ships before they do damage unto you."

In "Space Invaders," a huge army of ugly, alien spaceships appears on the dark screen. A battle cry resembling a loud heartbeat is sounded as the army descends toward Earth, firing missiles at the enemy (the player), who controls a spaceship which fires missiles back at the aliens.

Points are scored for each alien ship hit. However, even if the player destroys all of the army's forces, another army of reinforcements beams into its place. Sooner or later, the player's ship is going to get struck, but enthusiasts agree it is fun trying to survive.

Halperin said the video cassette of "Space Invaders," which sells for \$29.95, has sold "spectacularly well. We can't keep up with the demand. We had made in excess of 3 million, but now it's hard to find a cassette in any store. We're sold out."

Heineman said he plays "Space Invaders" on his television set for

one to two hours a day. "Whenever I have free time, I play," he said. "I barely ever watch TV, anyway. But my friends don't like to play with me because I always beat them."

The youth said he won first place in the "Space Invaders" regionals in Topanga Plaza last month, beating his closest adversary by a score of 83,000 to 53,000.

He had thus earned the right to attend the finals in New York, held in the offices of Warner Communications, along with four other regional champs.

On the day of the contest, Steve Marmel, 15, of Chicago did not fare so well. He was the first to allow an invader to hit him after he had scored 28,000 points.

After the competition, Heineman was declared the winner with 165,200 points, followed by Hing Ng, 16, of San Francisco with 153,300 points; Frank Tatro, 14, of Yorktown Heights, N.Y., with 133,300 points; and Robert Merek, 16, of Dallas with 108,400 points.

"I felt stunned when I realized I had won," Heineman said. "I couldn't believe it. But after all, I did wipe out at least 200 armies."

Heineman was awarded a doll-like replica of an alien spaceship, plus Atari's "Missile Command Control," which Heineman said is worth about \$2,000. "It's the game of nuclear war," he said. "It's great."

But not necessarily for the enemy.

Intrepid player fends off aliens to win contest

NEW YORK (AP) — For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Heineman ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

William F. Grubb, vice president of Warner Communication's Electronic En-

tertainment Division, which make Space Invaders, said the popularity of the game is "incredible."

"We're in the age of electronics, and after 'Star Wars,' space became a very popular theme," he said.

Grubb said the company received letters from fans, disclosing their high scores and asking about others' triumphs. The company set up a contest to find a champion.

A thousand enthusiasts competed at regional contests in San Jose, Calif., Los Angeles, Dallas-Fort Worth, and Chicago. And Saturday, 4,000 people took part in the New York competition.

On Monday, five finalists fought it out before relatives, reporters, friends and Warner officials.

First to go was Steve Marmel, 15, of Chicago, who allowed an invader to land after he had accumulated 28,000 points.

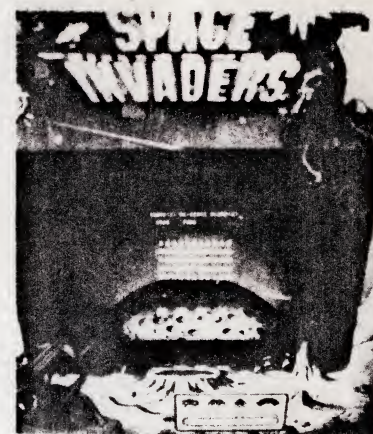
The other four survived until contest organizers called a halt two hours later.

The winners were announced in Miss America fashion — the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points.

At last, came the top finisher, Heineman, of Whittier, Calif., with 165,200 points.

The points are computed by the number of invaders and asteroids shot down during the game.

Heineman, a high school senior who wants to be a computer programmer, won a \$2,500 computer game for his efforts. He said he was "addicted to the game" and attributed his win to "a lot of skill and a hell of a lot of luck."



STARLOG

NUMBER 41
FEBRUARY 1981

SPACE INVADERS REPELLED

Except for the calculated movements of their trigger fingers, they sat unflinchingly. They came from all around the U.S., the best in their field, to defend planet Earth against the small, swift fleet of invading aliens. Within two hours, one of these five young men would become the first national champion in the "Space Invaders" finals sponsored by Atari, the company responsible for this computerized addiction.

At the stroke of noon, on November 10, 16-year-old Bill Heineman pulled himself from the large-screen TV to discover that the

165,200 points he racked up qualified him to lay claim to the title.

"I don't believe this is happening," said the Whittier, California student as the verdict was rendered.

But the win shouldn't be that much of a surprise to Heineman, who *literally* knows the Atari game inside and out. Heineman revealed to the press that he probes the insides of the game cartridges, searching for hidden knowledge that can give him an edge over his competitors. "I know where those things are going to be fired and when," he confidently

states. Heineman estimates that he spent one to two hours a day for the past year defending our planet in this fashion.

A professed Starlogger, Heineman received first place prize of an Atari Asteroids Table Top Video Game. Second prize of an Atari 800 Personal Computer went to Hing Ng, 16, San Francisco (153,000 points); third prize of a \$500 shopping spree went to Frank Tetro, 14, Yorktown Heights, N.Y. (133,300 points); fourth place winner was Robert Marek, 16, Dallas (108,400 points) and fifth place winner was Steve Marmel, 15, Crawford, Ill.



National Space Invaders' champ Bill Heineman (center) is flanked by second place winner Ng (right) and third place winner Tetro (left).



ATARI® SPACE INVASION FIGHTER

It is hereby acknowledged that _____ has, with nerve of steel, quick reflexes and skill, defended Earth in its wondrous struggle against SPACE INVADERS.

This certificate is presented in recognition of outstanding performance in blasting aliens.



Michael Marmel
Atari, Inc. President

15,000 entrants received this certificate.

CHEAP THRILLS

EDITED BY TERI WHITCRAFT

FRIDAY

Sexual Harassment & Job Discrimination: hearing spons by Subcommittee on the Status of Women, labor & human rights grps testify, City Hall Committee Rm, 566-1324, 10 a.m., free.

SATURDAY

Casting Call: Ron Young talks on bronze casting, foundry procedures, Sculpture Associ, 114 E 25th St, 11 a.m.-2 p.m., free.

Vocal Theatre: dramatic concert by Elizabeth Hodes, from *Lucrezia to Fragments of Isadora*, Mus of the City of NY, 103rd St & 5th Av, 3 p.m., free.

Nova Chamber Players: works of Martinu, Dvorak, Diamond, Good shepherd, 236 E 31st St, 4 p.m., \$2.50.

For the Week
Nov. 5-11

20 Years Before the Millenium: "The Responsibility of Women in Art," forum spons by Women's Caucus for Art, Marymount Manhattan College Aud, 221 E 71st St, 7:30 p.m., \$2 donation.

We Don't Need No Thought Control: Marv Gettlemen, Ellen Schrecker on "Teachers & Repression," Brecht Aud, 151 W 19th St, 8 p.m., \$2.50.

Buddha Knows Best: slide show of Buddhist festivals of Ladakh, Mus of Natural History, 1-4:30 p.m., contrib (also Sun).

Indian Giver: For \$24 and change Peter Minuit bought Manhattan in 1626. The site of that infamous transaction was Inwood Hill Pk, a tour of which is spons by the Urban Pk Rangers (360-8194) at

Organist Laurent Agazzi, St Patrick's Cathedral, 460 Madison Av, 4:45 p.m., free.

Cantata 139: Paul-Martin Maki plays Bach, Holy Trinity Lutheran Church, CPW at 65th St, 5 p.m., contrib.

MONDAY

Min Tanaka, improv solo dance, PS 1, 46-02 21st St, Long Island City, 784-2084, 4 p.m., free (also Sat).

Satoru Shimazaki & Dancers, Japanese dance to classical music, Cooper Union Great Hall, 3rd Av & 7th St, 8 p.m., free.

Avant-Garde Arama: performances by Ilona Grant, Jacob Burckhardt, Charles Dennis, Slide & Seek, et al, PS 122, 1st Av at 9th St, 8:30 p.m., \$2.50 (see Sat).

1 p.m., meet at W 218th St entrance, nr Bdwy, free. Afterward check out the "Wild Man" exhibit at the nearby Cloisters.

Splits: Diane McIntyre & Sirone, music & dance wkshp, Katherine Dunham Dance Studio, 410 W 42nd St, reserv 666-9725, 2 p.m., free.

Avant-Garde Arama: performances by Bob Holman, Kenneth King & Dancers, Jimini Moonlight, Brian McCormack, et al, see Fri.

Home Planet News: party & benefit reading w/ Enid Dame, Donald Lev, editors, contributors & friends, St Clement's, 423 W 46th St, 8 p.m., \$2. The latest issue of *HPN* covers Populism & Poetry, Afro-American Literature & the Class Struggle, Poetry in Paris & NYC, plus book, magazine & record reviews, \$1, East Side or St Mark's Books.

"Why Is My Lover So Much

Death of Faith & Other Poems: Mark Zipoli, reading, Studio Thr, 930 Lexington Av, 8 p.m., \$2.

Juilliard Orchestra, works of Brahms, Berlioz, Lincoln Ctr Alice Tully Hall, free tkt from concert office after Wed.

Celestial Harp: Laraaji Venus, Edward Gordon on electronic auto-harp, 4th St Photo Glry, 67 E 4th St, 8 p.m., \$2.50.

Juilliard String Quartet, spons by Peoples' Symphony Concerts, Washington Irving HS, 16th St & Irving Pl, reserv 586-4680, 8 p.m., \$2.

SUNDAY

Open Performance: works-in-progress, School for Movement Research, Kiva Loft, 307 Canal St, 4:30-6 p.m., \$1.

"Music Live!" 4th Wall Repertory Co, 79 E 4th St, 8 p.m., 254-5060, \$2.50 (also Tues).

Poets Barbara Holland, Alan Guttman, Figaro Cafe, 186 Bleecker St, 11 a.m., contrib.

Poets Kathy Nocerino, Paul Perricone, open reading, 77 Barrow St, 5RW, 8 p.m., contrib.

Audience Oratorio: participants needed for recording by Kirck Nurock and Natural Sound, Trinity School, 139 W 91st St, noon, free.

Like My Mother?" women only, talk by a lesbian therapist, WSDG, Greenwich Hse, 7th Av S at Barrow St, 8:30 p.m., \$2.

Beuys Will Be Beuys: Linda Shearer, curator of Beuys's Guggenheim retrospective, and videomakers of *Dialogue with Audience*, on his performance at Cooper Union last Jan, Doñnell Lbry Ctr, 20 W 53rd St, 6 p.m., free.

"The Resonance of Filing Cabinets": Diana Meckley, keyboard & live electronics, PASS, 16 W 22nd St, 9 p.m., \$2.50 (special price for Cheap Thrills readers).

Power on the Left: Lawrence Lader, Ronald Radosh on the leftist movement, Cooper Union, 3rd Av at 7th St, 8 p.m., free.

paint yr face red me & mayakovsky: performance by Tim Miller, PS 122, 1st Av & 9th St, 9 p.m., \$2.

St George's Choral Society, w/ orchestra, 16th St off 3rd Av, 8 p.m., contrib.

Poets John Godfrey, Annie Witkowski, St Mark's Poetry Project, 2nd Av at 10th St, 8 p.m., \$1.

VOICE NOVEMBER 5-NOVEMBER 11, 1980

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Free or Under
\$2.50

RICHARD BLUME

SPACE INVADERS addicts are honing their nerves of steel for the regional playoffs Saturday, 10 a.m.-3 p.m., at Citicorp. Top prize is a penny per point (\$150), but everyone gets an authentic Space Invasion Fighter Certificate. To register, call 800-538-8547. Thump-Thump.

The Fastest Ray Gun in the East

By STEPHEN J. JESSELLI

THERE were Space Invaders in New York City. They were tiny little creatures with moving claws, that would shoot death rays at anyone who was not quick enough to get out of the way or defend themselves. Four thousand people accepted the challenge. There were few survivors. One of them was Frank Tetro, a 14-year-old earthing from Yorktown Heights.

Last week at the lower level of the Citicorp Center in New York City, Atari Incorporated held the Eastern Regional Space Invaders video game championship. The winner would gain the rights to play the four other regional winners, from Chicago, Dallas, Los Angeles and San Francisco.

Space Invaders, one of the nation's latest leisure crazes, is a video game



SPACE INVADERS® Game Program™
© Trademark of Taito America Corp.
Trademark of ATARI INC.

that combines sharp and detailed graphics and sound effects with hand-eye coordination. The object of the game is to shoot down every advancing column of aliens before they reach the planet's surface. The more creatures and space ships you hit, the more points you receive. While a competitor fires at them, the Invaders are also zapping him with rays, which, of course, must be dodged. When an Invader hits your shooting base three times, or if the columns get to the planet's surface before they are eliminated, the game is over.

Originally introduced in 1978 to Japan by Taito Inc., the game was a quick success. When the Bailey Manufacturing Company placed the coin-operated game in American airports, game rooms, pizza parlors, bowling alleys and bars in late 1978, it seemed that people here could not put their hands in their pocket fast enough to get a quarter out. Last February, Atari produced a home video version of the

game on a cartridge that has 112 variations of the game. It became the fastest-selling cartridge ever produced by the company.

The Space Invaders wave had begun. T-shirts, hats, songs, dolls and clubs were formed. In bars, beer took a back seat to the game. Pinball machines went into disuse. A high scorer in the game drew respected glances. A new hand ailment called Space Invaders cramps developed.

The game's popularity is a puzzle to doctors, sociologists and psychologists. There are many explanations about why people enjoy this game. It is easy to learn. Many people refuse to become defeated by a machine. People see their friends play well and think that they can prove themselves by doing better. Steve Marmel, the 15-year-old Chicago regional winner explained why he played: "When I get frustrated, I like to blow things up; that's why I like this game."

When Frank Tetro, a ninth grader at Lakeland High School, made his confirmation in May, he was asked what he wanted as a gift. "I'd like an Atari home video set," he replied. Frank received the gift. He played with it, and played and played. "My parents thought I was crazy," he said, "but that game is the only thing that I'm real good at."

In early Autumn, Frank heard that a video store in Carmel was having a Space Invaders contest. Frank went home, practiced four hours a day and entered the contest. When it was his turn to play, he started killing Invaders. Four hours later, as Frank was amassing 280,000 points, the manager of the store tapped him on the shoulder and said, "Frank, you can stop playing now. I think you won." It was the first time that the teen-ager had won anything other than the breast stroke in an Elks Club swimming meet.

A few days before the big contest in Manhattan, Frank Tetro heard about it from a friend. Frank, who had his good luck charm in his back pocket, went to register for the contest, and his mother, Maryann, who kept telling everyone that her son was going to win, and his younger sister Joy, 9, went with him.

Long lines began forming as early as 8 A.M. at the Citicorp Center and stretched from inside the building and curled around a stairway until they reached outside to the sidewalks. Inside on the main floor, there were 20 television monitors, constantly making a boom-boom boom-boom sound that picked up speed as the Invaders got a level closer to the defenders. Atari officials kept score for each contestant.

Frank's turn came at 9:55 A.M. An



Frank Tetro competing in last Monday's National Space Invaders Contest, and right, winning the Eastern Regional championship

H. W. Cebnik

A new hand ailment called Space Invaders cramps has developed

hour later, he was still playing. Television cameramen and reporters began to take notice.

Then Frank began to move around.

His fingers started to sweat, his back ached and he told his audience, "My legs are killing me." At 11:40 A.M., Frank lost his third gun, and his game was over. First, the crowd moaned, then it started to applaud. "I was hoping to get hit, I had to go to the bathroom," he said tiredly. He then when on to explain the strategy of winning the game.

"There definitely is a pattern to this game, but to tell the truth, I don't want to look at Invaders for a long time after this is all over," said the Eastern regional champ. His total of 110,125 points, had made him the highest scorer in the nation, topping Bill Heineman, the Los Angeles regional leader, who had 83,475 points in his division. Either way, Frank Tetro was the best in

the East. He called his father, a New York City police officer who was home with the chicken pox, to tell him he had won. That night all Frank's friends came over to watch their space hero on the television news programs.

Last Sunday, representatives of Atari picked him and his mother up from their Westchester home and drove them to the city. Frank Tetro got to meet the other regional winners, went to an Italian restaurant and checked into the Berkshire Hotel to wait for last Monday's National Space Invaders Contest.

Five television sets were lined in a row. All the boys wore custom-made T-shirts imprinted with their names and declaring them the regional champions. "I don't have a chance," said

Frank, whose ambition is to become a pediatrician.

As they played, each boy looked to see what the competition was doing. Everyone had his own strategy. They all played with blank expressions, like the contest was becoming mechanical.

Frank played slowly and steadily, and was losing ground fast against two of his opponents, Bill Heineman, 16, from Los Angeles, whose hobby is computers, and Hing Ng, 16, from San Francisco. At noon, the competition was over, and Frank finished third, with 133,300 points and a \$500 prize. Frank said, "I didn't know that the game was timed, I think I might have won it all." As he walked into an adjoining room, he said, "These games are the only things I'm really good at."



UPI Photo

SPACE INVADERS COMPETITION — Contestants gather in New York for a regional competition at the National Space Invaders championship. Atari Inc., the American marketer of the home video version of the Japanese game, is running the event. Thousands of button-pushing, electronic game enthusiasts around the country have flocked — or is it landed? — to take part.

Space Invader Nuts Land for 'Superbowl'

NEW YORK (UPI) — Racking up a couple of thousand points at the corner bar playing the video game sensation Space Invaders isn't bad but the score wouldn't stand a chance in the National Space Invaders Superbowl.

Atari, Inc., the American marketer of the home video version of the Japanese game, is running a National Space Invaders championship.

Thousands of button-pushing, electronic game enthusiasts around the country have flocked to enter the contest — some travelling hundreds of miles to participate. And some of the scores they got in the regional eliminations were just out of this world.

Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest. He goes on to vie Monday in New York against four other regional winners from contests in San Jose, Calif., Los Angeles, Dallas and Chicago for the Superbowl Space Invaders Crown.

Space Invaders, a video game in which the player must zap ever-advancing alien space ships while dodging their photon torpedoes and hiding behind laser bases, was first introduced in Japan in 1978. It caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed."

One thousand competitors each played in the four regional contests and as many as 4,000 lined up to play in New York's competition at a shopping mall, she said.

"I've heard of a guy who said he had an \$80-a-night habit," Ms. Juhnke said. "There's lots of people really addicted to the game. It's really fun."

The five regional winners netted \$150 each plus an all-expense paid plane trip to the finals if they needed it. The winner of the Monday championship will receive a \$2,000 table video game, the second place finisher will receive a \$1,000 home computer and the third place winner will receive a \$500 check. Not bad for zapping away those enemy space ships.

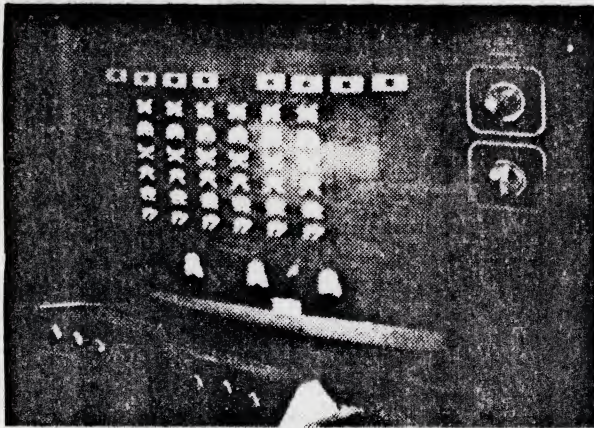
San Francisco Examiner

Friday, November 14, 1980

20¢

★
California edition

Another way/Turn back space invaders and become a hero



By Ken Wong

Hing C. Ng, a Lowell High School senior, left the campus last weekend and came back a national celebrity, interviewed by the New York Times and WABC-TV, New York.

What did he do? He zapped a hundred thousand space invaders to stop them from landing on Earth, thus saving every creature big and small.

Ng was first runner-up in the first national Space Invaders computer video game competition held in New York on Monday. He was among the five finalists who beat out some 10,000 competitors in five regional contests.

Ng, 16, was resting at his Mason

Street home by the Broadway Tunnel yesterday. It was four in the afternoon. He was just home from school, unprepared for another interview and still unused to so much attention.

But he dutifully demonstrated his talent for The Examiner.

The family's 24-inch television is hooked to the game's computer controls. The action starts by plugging in a cartridge.

Colors flashed. Drums rolled. Little electronic monsters from outer space marched in rows, dropping missiles, whoop, whoop, boom...

Ng kept his eyes on the first row and pressed the control button, —

bump, bump, bump — dodging the invaders' bombs. A digital counter kept scores on the top of the screen.

"The idea is to knock them down, before they wipe you out," he said.

There were endless columns of aliens descending upon the Earth defender and his laser gun, dodging behind bunkers. When the defender is hit, the game is over.

The game can be programmed with variations, making it easier or tougher.

"You can speed it up or slow it down and even make the invaders invisible and drop ziz-zag bombs," Ng

—See Back Page, Col. 1

(CONT)

Space Invaders blasts its way to the top in less than a year

said.

What are the qualities of a top player?

"Mostly it's coordination," Ng replied. "But it's part skill and part luck."

Although it's a good way to develop reflexes, Ng doesn't spend too much time with the game these days. He has his studies and a part-time job at a chain outfit that prints T-shirts.

He plays the game for relaxation, like listening to his records. "It depends on my moods," said Ng, the youngest child and only son in a family that includes four older sisters.

The only member of his family who plays Space Invaders with him is his father, Shiu Hing, a retired chef, who operated a hof brau at Tanforan Shopping Center. He accompanied his son to New York for the finals.

"We didn't see much of New York," he said. "We left San Francisco Sunday morning and flew back Monday night."

The competition was held in the screening room of Warners Communications Inc. at Rockefeller Plaza. Warners owns Atari, which makes Space Invaders.

The finalists who survived the regionals squared off for an hour and 40 minutes. Points were computed by the number of invaders and asteroids shot down.

The winners were announced in Miss America-reverse style — last place first. And then there were just Ng and Bill Heineman, of Whittier, Calif.

Ng wasn't nervous when he was playing, but waiting for the judge to announce the winner gave him sweaty palms. Heineman had 165,200 points. Ng's 153,300 points won him



Hing C. Ng, sharpshooting runner-up in zapping a hundred thousand space invaders trying to land on Earth in computer video game meet

(cont.)

SF EXAMINER (CONT.)
NOVEMBER 14, 1980

an Atari 800 personal computer worth \$1,000.

Ng, who plans to attend San Francisco State University to study computer science, qualified for the finals in a "free for all" among 1,000 contestants at a Cupertino shopping center in August. "We just kept shooting," he said.

At the finals, one of the players was wiped out with only 28,000 points scored.

William F. Grubb, a Warner's vice president, said the contest started when the company received letters from fans disclosing their scores. They all wanted to know how theirs stack up against others.

"So we set up a contest to find a champion," he said.

He said the popularity of the game is "incredible." In less than a year, Space Invaders has swept the country. Atari introduced it in January and it immediately became the fastest selling of the company's 40 video games.

The game's phenomenal popularity has prompted editors, sociologists and psychologists to probe for an explanation of why a shoot-em-down game should set off such a stir —

Space Invaders fan clubs, T-shirts, bumper stickers and even songs.

Players respond that the game is easy to learn and a player can feel genuinely involved in real and continuing combat.

"It's a well thought-out game and extremely habit-forming," said Jerry Eimbinder, head of the Electronic Games Study Center in New York.

Others say it's the thrill of the hunt, the drive to improve one's performance and the refusal to surrender to a machine.

The game was developed in 1978 in Japan, home of pachinko, the standup pinball machine. There they play it in arcades where in one year, 100,000 Space Invaders machines hauled in \$600 million.

But it all boils down to the game being the "Son of Pong." You remember Pong?

Atari placed the first Pong game in a Sunnyvale bar. On the third day, the machine stopped working. Nothing wrong with its circuit. Its coin box was jammed to capacity. Now video games are standard equipment in many watering holes.

What makes it all possible is the tiny silicon circuitry that permits storage of vast amounts of information in a small package.

Video computer games do not follow typical toy sales pattern. Psychology Today says one-third to one-half of video game sales are to adults rather than children and are not as gifts but "self-purchases."

Many figure it's cheaper in the long run than playing the games at a saloon or an arcade where you have to feed quarters to the machine.

Space Invaders retails for \$180 and does not include the cartridges which range in cost from \$22 to \$40.

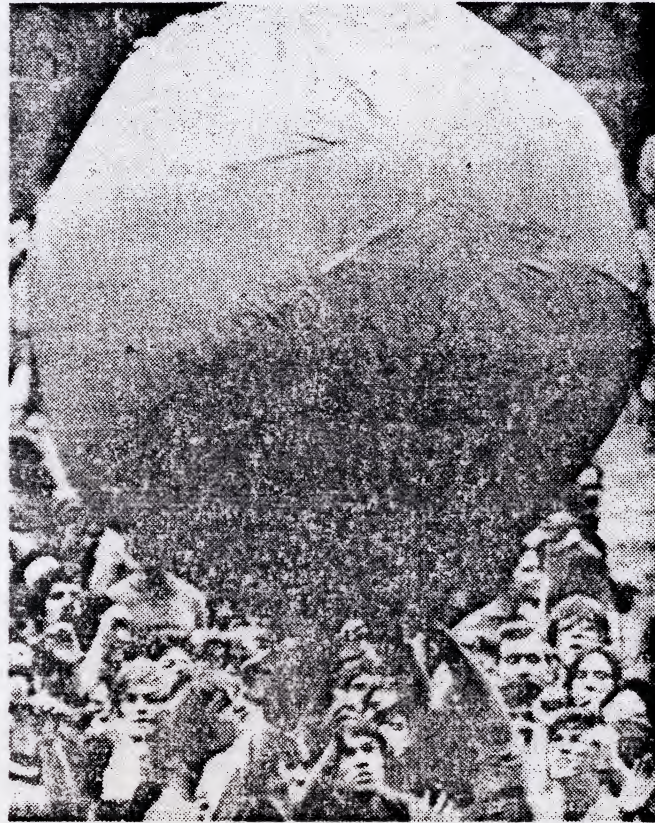


PHILADELPHIA, PA.
INQUIRER
D. 419,497—S. 831,818
PHILADELPHIA METROPOLITAN AREA

NOV 16 1980

The Scene

In the nation and the world



Associated Press

THE LAST HOME FOOTBALL GAME is always a poignant moment, or at least college students are predisposed to think so. At Yale University, they have a tradition of noting this point in the athletic schedule by, on the day before the game, blowing up a big ball, dividing into four teams and endeavoring to push it over a goal line on the Old Campus at New Haven, Conn. Then they put the ball away for a year. Rah.

Contests: Easy, big guy, the game's over

Bill Heineman, 16, of Whittier, Calif., defeated 4,000 other contestants to win the national finals of the Space Invaders computer game. In a two-hour game, he scored 165,200 points and got the first prize of \$2,500.

In the game, the player must destroy waves of invading armies from outer space. Heineman, who wants to be a computer programmer, acknowledged that he was "addicted to the game." When a reporter suggested that he might be overdosed on the game, Heineman said: "You know where I'd like to have you? Right here." And he pointed to a spot on the video screen occupied by an invader.

NOV 10 1980

The latest in lunacy: 'Invaders'

Bulletin Wire Services

NEW YORK — Last year, it forced the Bank of Japan to triple its production of 100-yen coins. This weekend, it moved thousands of young people to get up early and join a long line in front of Manhattan's Citicorp Center.

From his place on the steps outside, Edward Migueles, 16, of Plainfield, N.J., explained all the fuss.

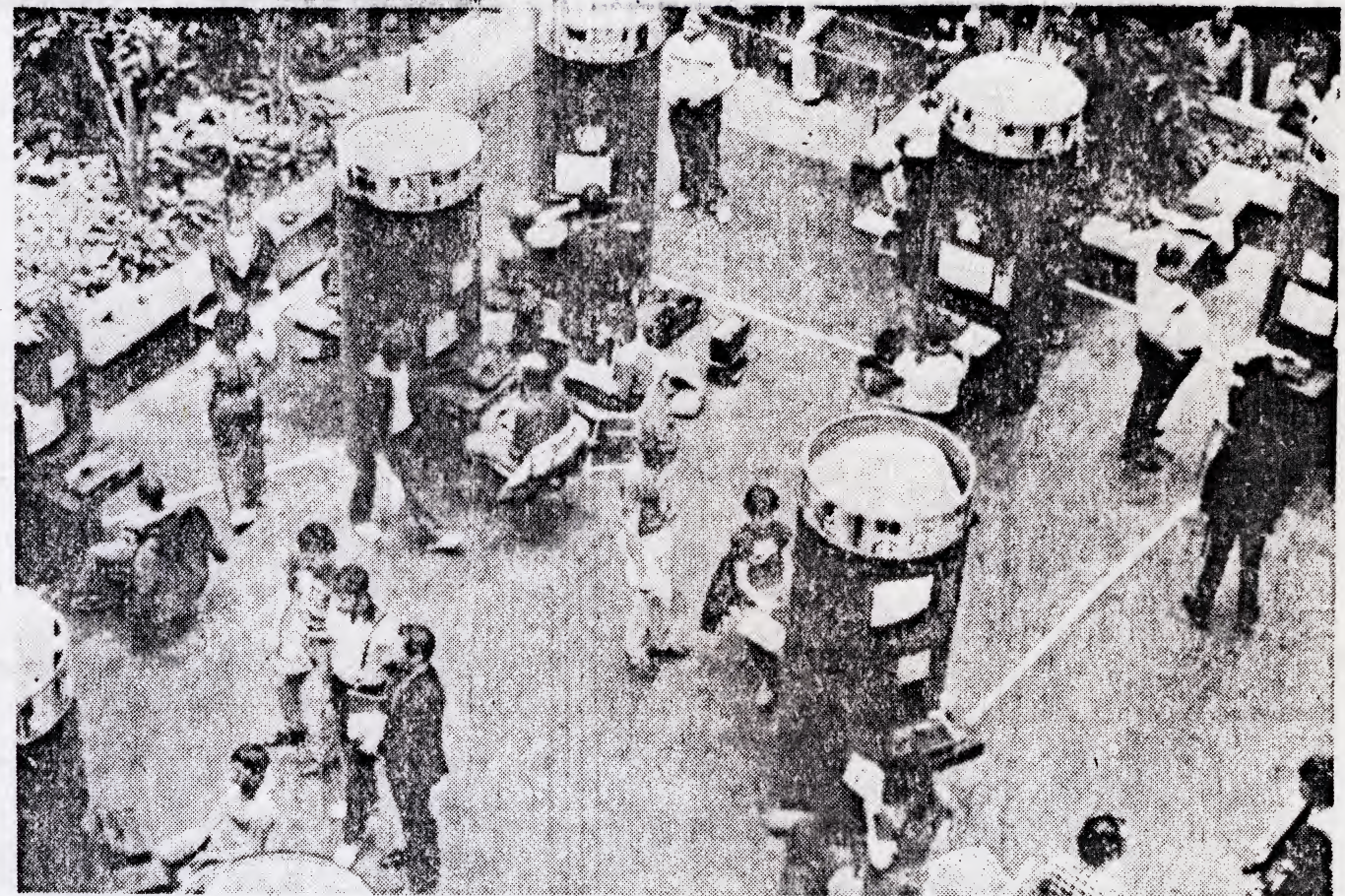
"It's aliens from outer space who've come to invade the earth," he said. "The object is to destroy the aliens."

Never fear. He was talking about Space Invaders, a video game in which the player must zap ever-advancing alien space ships while dodging their photon torpedos and hiding behind laser bases.

When the game was first introduced in Japan in 1978, it caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man reportedly poured \$80,000 into the machines.

It was brought to the United States about 18 months ago, and on Saturday, Atari Inc., which markets the game, held its New York regional competition for Space Invaders buffs. Almost 4,000 showed up, some traveling hundreds of miles.

Atari spokeswoman Ginny Juhnke said the company announced the contest



UPI Photo

Button-pushing electronic game enthusiasts play a Japanese video game called the Space Invaders in New York.

through mailings and posters, but the response "still is not to be believed."

As the line dribbled slowly into the Citicorp Center, monitors watched the players at more than a score of sets as they destroyed armies of aliens. Security guards shuffled people through as if some crown jewels were on display.

At the far corner of the play area, Frank Tetro, the 14-year-old son of a New York City policeman, racked up a phe-

nomenal 110,124 points in an hour-long game, winning the New York competition and beating the previous record of 83,000 before he succumbed to a severe case of sweaty palms.

He had practiced four hours a day for a week on the home console he got as a confirmation present.

He was to compete today in New York in the finals, where he was to meet four other regional winners from San Jose,

Calif., Los Angeles, Dallas and Chicago.

The grand prize, not surprisingly, is a \$2,000 video game, and Frank, who played with impressive calm despite blinding television lights, said he would practice six hours a day to prepare.

And if he should win the finals, would he continue to play?

"Never," said the A student, whose ambition is to be a pediatrician. "I never want to see it again."



**TAMPA, FLA.
TRIBUNE**

—D. 179,477—

TAMPA-ST. PETERSBURG METRO AREA

NOV 11 1980

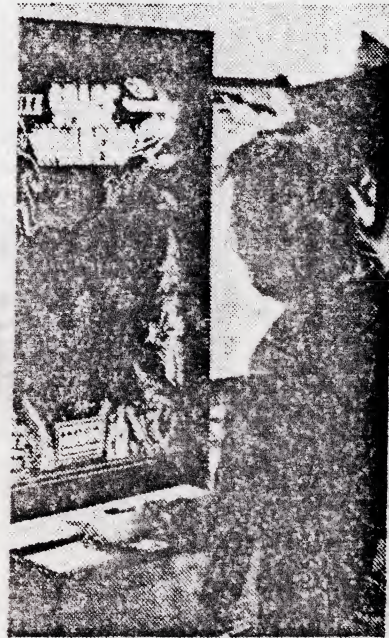
Space Invaders Champion

For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

After two hours, Heineman ended his defense. He was winner of the national finals of the Space Invaders computer video game held in New York.

Heineman, a high school senior from California who wants to be a computer programmer, won a \$2,500 computer game for his efforts.

Heineman racked up a total 165,200 points. The galaxy is now safe.



Space Invaders is an extremely popular game.



FT. LAUDERDALE, FLA.
NEWS
D. 108,017—S. 161,587
FT. LAUDERDALE METROPOLITAN AREA

NOV 10 1980



'Space Super Bowl'

Thousands of button-pushing, electronic game enthusiasts from around the nation have flocked to enter the National Space Invaders championship. It is sponsored by Atari, Inc., the American marketer of the home video version of the Japanese game. This is a general view of players participating here at the regional competition in New York.



PORTLAND, ME.
PRESS HERALD
—D. 55,307—
PORTLAND METROPOLITAN AREA

NOV 10 1980



Space Invaders buffs zapping aliens Saturday in New York. (UPI)

Space war game to get champion

NEW YORK (UPI) — Racking up a couple of thousand points on the video game Space Invaders at your corner bar isn't bad, but that score wouldn't stand a chance in the National Space Invaders Superbowl.

Atari, Inc., American marketer of the home video version of the Japanese game, is running a National Space Invaders championship.

Thousands of button-pushing electronic-game enthusiasts around the country have flocked to enter the contest — some travelling hundreds of miles to participate. And some of the scores they got in the regional eliminations were just out of this world.

Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest. He goes on to vie today in New York against four other regional winners from contests in San Jose, Calif.,

Los Angeles, Dallas and Chicago for the Superbowl Space Invaders Crown.

Space Invaders, a video game in which the player must zap ever-advancing alien space ships while dodging their photon torpedoes and hiding behind laser bases, was first introduced in Japan in 1978. It caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed."

One thousand competitors each played in the four regional contests and as many as 4,000 lined up to play in New York's competition at a shopping mall, she said.



ORLANDO, FLA.
SENTINEL-STAR
D. 186,920—S. 213,813
ORLANDO METROPOLITAN AREA

NOV 10 1980



United Press International

What is it about the big round tubes that has a gathering of earthlings so enthralled? It's Space Invaders, the electronic game that has captured the hearts and hands of thousands. So much so, in fact, that scores of enthusiasts around the

country invaded New York, where the National Space Invaders championship was over the weekend. The event was sponsored by Atari Inc., the American company that markets the home video version of the Japanese game.

November 11, 1980

37

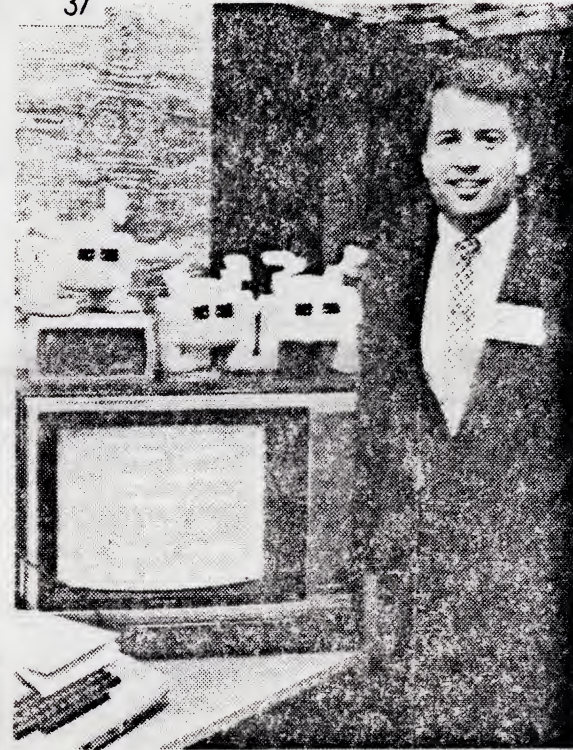
Teen aces mow down hordes from outer space

(Right) Atari's vice president of marketing and sales, William F. Grubb, shows some of the hardware used in the 'Space Invaders' game

REPORTER AT LARGE

Photos by Robert Eberle

(Below) Bill Heinman of Whittier, Calif., displays the spoils of war: His T-shirt for winning the 'Space Invaders' national championship



(Right) Earthings, from left, Bill Heinman, Frank Tetto, Hing Ng and Robert Marek fight the televised aliens during the 'Space Invaders' championship

By MARK FINSTON

NEW YORK — It was the dream of every teenager — protecting their world against aliens from space.

While the room was filled with unworldly sounds — blips and bleeps and drum rolls fashioned by a computer — the five boys, all in their mid-teens, gunned down invader after invader, thousands and thousands of them.

Oh, oh, one humanoid got knocked off early, but he'll live to fight another day.

This was the U.S. championship for a TV computer game called Space Invaders. The competition, held yesterday in a third-floor room of Warner Communications in Rockefeller Center, was between five regional winners from across the country.

The New York regional championship was held Saturday. About 4,000 people competed. Most were teen-aged boys.

The games for home use are manufactured and marketed by Atari Inc., a California subsidiary of Warner Communications. The game was invented in Japan.

"We haven't figured out why yet, but girls seem to prefer other games," said William F. Grubb, Atari's vice president of marketing and sales. "It baffles us and we are doing marketing research on it."

"And we don't really know why kids are so much better at this than adults. Maybe their reflexes are better, or they have a greater ability to concentrate."

Concentration is, of course, essential. The four survivors sat in front of their monitors for two hours,



massacring extraterrestrial invaders. They didn't take a break — hardly even a breath — amid the death, destruction and bloop.

Grubb formerly lived in Middletown, N.Y., and was graduated from Seton Hall University's business school. His company started to market the units, which are attached to home TV screens, in February.

"We kept getting letters asking about competitive scores," said Grubb. "So I said, 'Why not a contest?' We had a test in San Francisco, and it was immensely successful."

The top score Grubb has ever heard of was 390,000. But that was on the "easy" Space Invaders game. The top previous score so far as the major league game, the one employed for the contest, was, said Grubb, over 110,000. Grubb's highest personal score was 4,444.

The winner yesterday was 17-year-old Bill Heineman of Whittier, Calif. Bill said he once got an unofficial total of 250,000. But since the championship contest was limited to two hours, he was held down to 165,200.

"My back is killing me," groaned Bill, as time was called. He had no pity on all those dead Martians, or whatever they were.

"One of these day, I'll get them all," warned Bill.

Asked why he plays the game so much, Bill, who would like to be a computer programmer, replied: "I'm addicted, that's all. I won't take any vacation from this game. I like it too much."

Second-placer was 16-year-old Hing Ng (pronounced "Ing") of San Francisco. Ng amassed 153,300 points.

"I'll still play the game, but I think I'll rest a while before the next one," said Hing.

The third-placer, with 133,300 points, was the New York area winner, Frank Tetro, 14, of Yorktown Heights, in Westchester County. Frank's father, also named Frank, is a New York City police officer who is bedded down at home with the chicken pox. The most nervous person in the room was young Frank's mother, Mary Anne, a secretary.

"I think the game is good for his coordination and concentration," said Mrs. Tetro. "But I did make one stipulation: If his grades go down, Atari gets shot. It hadn't happened."

"I'll play it again soon," said Frank, who wants to be a pediatrician, which, he noted, requires skills totally unlike those utilized for Space Invaders.

In fourth place was Robert Marek, 16, of Dallas, who also wants to be a computer programmer, while the lone human casualty was 15-year-old Steve Marmel of Lincolnwood, Ill., near Chicago, who was bombed by a space invader after Steve had totaled only 28,900 points.

Someone pointed out to the contestants that their game is played mostly by teenaged boys. Each was asked whether he thought he might try other kinds of leisure activities when he became an adult.

Four said no. They vowed to play Space Invaders, or its more complicated cousins, forever.

There was dissent from New York's Frank Tetro: "When I'm an adult, I think there'll be a lot more sophisticated things to do. But at this time I don't know what."



BETHLEHEM, PA.
GLOBE-TIMES
—D. 34,630—
ALLENTOWN-BETHLEHEM METRO AREA

NOV 11 1980



Regional competition underway at the National Space Invaders championship in New York. Atari, Inc., the American marketer of the home video version of the Japanese game, is running the event. Thousands of

button - pushing, electronic game enthusiasts around the country have flocked to enter the contest — some traveling hundreds of miles to participate.

LOS ANGELES HERALD EXAMINER

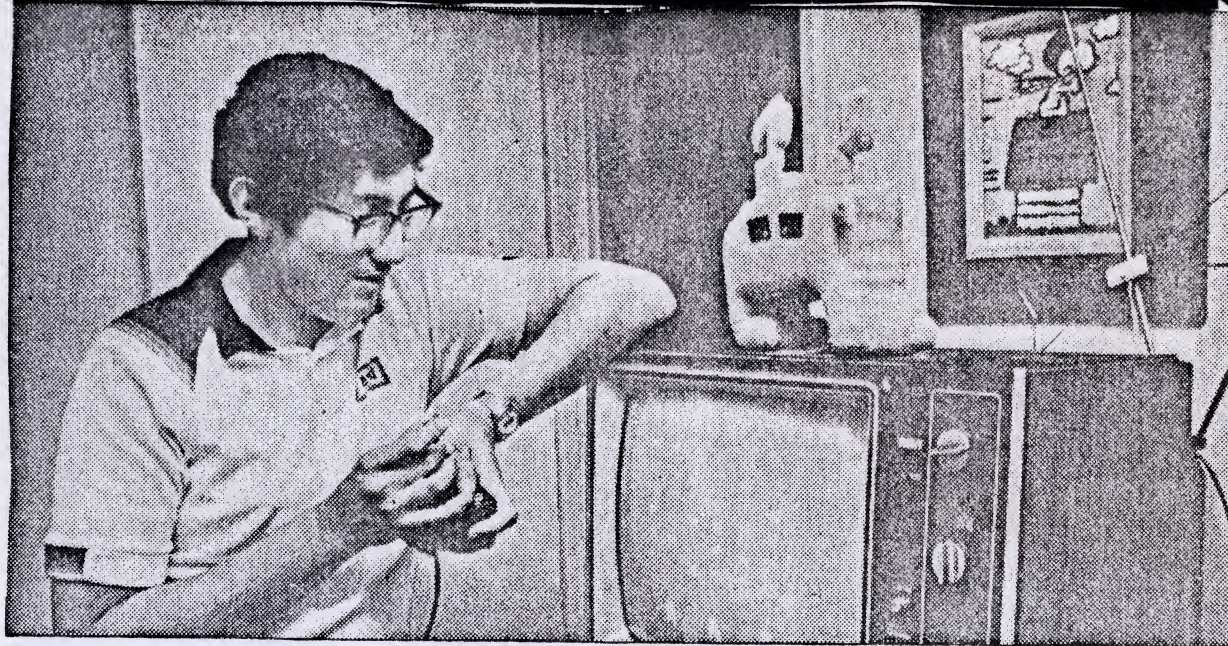
Wednesday
November 12, 1980

Morning
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Southern California's Award Winning Newspaper

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25 cents



Rob Brown/Herald Examiner

National champion Bill Heineman shows how he attacks his "Space Invaders" enemies on video screen.

Meet the 16-year-old national champ of 'Space Invaders' (video division)

By Greg Braxton
Herald Examiner staff writer

It's enough to make Darth Vader turn in his cape.

Actually, Bill Heineman bears little resemblance to the heroic persona of Luke Skywalker, but Heineman has annihilated more hostile alien forces than all of the Rebel Alliance's warships combined.

When Heineman, 16, left for New York City last Sunday to participate in the national finals of the Warner Communications "Space Invaders" computer video game, he was just another senior at Whittier High School who is an addict of the game which has achieved phenomenal popularity in pinball parlors and arcades around the country.

When he came home Monday night, he was the top home video "Space Invaders" player in the nation, having destroyed 165,200 alien spaceships in a 90-minute period.

The Force was definitely with him.

"I love this game," Heineman said yesterday as he plopped a quarter in a "Space Invaders" game at the Sega Center arcade in Downey. "When I sleep at night, I dream up new strategies to shoot these little buggers down."

All in self-defense, please understand.

"Space Invaders" addicts say that

(CONT.)

L A. HERALD EXAMINER
NOVEMBER 2, 1980

playing the game is the ultimate exercise in feeling paranoid and persecuted. There is almost no way that you can win.

"Subconsciously, you hope that you can win, but you know you can't," said Jonas Halperin, assistant vice president of Warner Communications, which distributes the game on video cassettes under the Atari label. "The only thing that matters is how long you can survive, and how much damage you can do to the ships before they do damage unto you."

In "Space Invaders," a huge army of ugly, alien spaceships appears on the dark screen. A battle cry resembling a loud heartbeat is sounded as the army descends toward Earth, firing missiles at the enemy (the player), who controls a spaceship which fires missiles back at the aliens.

Points are scored for each alien ship hit. However, even if the player destroys all of the army's forces, another army of reinforcements beams into its place. Sooner or later, the player's ship is going to get struck, but enthusiasts agree it is fun trying to survive.

Halperin said the video cassette of "Space Invaders," which sells for \$29.95, has sold "spectacularly well. We can't keep up with the demand. We had made in excess of 3 million, but now it's hard to find a cassette in any store. We're sold out."

Heineman said he plays "Space Invaders" on his television set for

one to two hours a day. "Whenever I have free time, I play," he said. "I barely ever watch TV, anyway. But my friends don't like to play with me because I always beat them."

The youth said he won first place in the "Space Invaders" regionals in Topanga Plaza last month, beating his closest adversary by a score of 83,000 to 53,000.

He had thus earned the right to attend the finals in New York, held in the offices of Warner Communications, along with four other regional champs.

On the day of the contest, Steve Marmel, 15, of Chicago did not fare so well. He was the first to allow an invader to hit him after he had scored 28,000 points.

After the competition, Heineman was declared the winner with 165,200 points, followed by Hing Ng, 16, of San Francisco with 153,300 points; Frank Tatro, 14, of Yorktown Heights, N.Y., with 133,300 points; and Robert Merek, 16, of Dallas with 108,400 points.

"I felt stunned when I realized I had won," Heineman said. "I couldn't believe it. But after all, I did wipe out at least 200 armies."

Heineman was awarded a doll-like replica of an alien spaceship, plus Atari's "Missile Command Control," which Heineman said is worth about \$2,000. "It's the game of nuclear war," he said. "It's great."

But not necessarily for the enemy



BALTIMORE, MD.
MORNING SUN
D. 169,805—S. 359,929
BALTIMORE METROPOLITAN AREA

NOV 11 1981

Youth wards off invaders for 2 hours, wins game

New York (AP)—For two hours yesterday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Bill ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game.

In *Space Invaders*, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

William F. Grubb, vice president of Warner Communi-

cation's Electronic Entertainment Division, which makes *Space Invaders*, said the popularity of the game is "incredible."

"We're in the age of electronics, and after 'Star Wars,' space became a very popular theme," he said.

Mr. Grubb said the company received letters from fans, disclosing their high scores and asking about others' triumphs. The company set up a contest to find a champion.

A thousand enthusiasts competed at regional contests in San Jose, Calif., Los Angeles, Dallas-Fort Worth and Chicago. And Saturday, 4,000 people took part in the New York competition.

Yesterday, five finalists fought it out before relatives, reporters, friends and Warner officials.

First to go was Steve Marmel, 15, of Chicago, who allowed an invader to land after he had accumulated 28,000 points.

The other four survived until contest organizers called a halt two hours later.

The winners were announced in Miss America fashion—the last place finisher, Marmel, named first. Then there were Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points.

At last came the top finisher, Bill Heineman, of Whittier, Calif., with 165,200 points.

Bill, a high school senior who wants to be a computer programmer, won a \$2,500 computer game for his efforts. He said he was "addicted to the game" and attributed his win to "a lot of skill and a hell of a lot of luck."



WOODBURY, N.J.
TIMES
D. 24,896—S. 25,340
PHILADELPHIA METROPOLITAN AREA

NOV 11 1980

'Space Invaders' addict 'fweeps' way to victory

By JERRY SCHWARTZ

Associated Press Writer

NEW YORK (AP) — Aliens beware. The Force is with Bill Heineman.

Heineman, 16, of Whittier, Calif., spent two hours fighting off army after army of space invaders on Monday, and came away the winner of the national finals of the "Space Invaders" video computer game.

Heineman and four other finalists fought it out in front of a quiet audience of relatives, reporters, friends and contest officials.

"Fweep, fweep, fweep," went the lasers. Krch, krch, krch," went the doomed aliens. For two, mind-numbing hours, contestants stared at their screens and manipulated laser guns.

The game itself is fairly simple: armies of alien uglies appear on the television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser.

After each army of invaders is dispatched, another appears on the screen. Points are awarded for destroying aliens and asteroids.

The game, first marketed in Japan, has been overwhelmingly popular. Warner Communications, which manufactures the game in the United States, decided to sponsor a national contest when the company received hundreds of letters from "Space Invader" fanatics, boasting of high scores and asking about others' triumphs.

One thousand enthusiasts vied at each of four regional competitions, in San Jose, Los Angeles, Dallas-Fort Worth, and Chicago. Saturday, 4,000 persons took part in the New York regional competition.

Monday's first victim was Steve Marmel, 15, of Chicago, who allowed

an invader to land after he had accumulated 28,000 points. The other four, as tenacious as their computerized foes, survived until contest organizers pulled the plug two hours later.

The winners were announced in "Miss America" fashion, with the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points, and Heineman, of Whittier, Calif., 165,200 points.

Heineman — who won a \$2,500 computer game for his efforts — said he was "addicted to the game." He attributed his win to "a lot of skill and a hell of a lot of luck."



DOVER, N.J.
ADVANCE
D. 18,130—S. 13,088
NEWARK METROPOLITAN AREA

NOV 11 1980

Space Invaders contest decided

NEW YORK (AP) — For two hours yesterday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Heineman ended his defense. The invaders were still coming, but he had accomplished his goal. He was winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser.

Five finalists yesterday fought it out before relatives, reporters and friends.

First to go was Steve Marmel, 15, of Chicago, who allowed an invader to land after he accumulated 28,000 points.

The winners were announced in Miss America fashion — the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points.

At last, came the top finisher, Heineman of Whittier, Calif. with 165,200 points.



STATEN ISLAND, N.Y.

ADVANCE

D. 72,780—S. 77,504

NEW YORK CITY METROPOLITAN AREA

NOV 11 1981

Star shorts

Bill Heineman, a high school senior from Whittier, Calif., won the national finals of the "Space Invaders" game yesterday in Manhattan.

He did it at Warner Communications headquarters by gleaning 165,200 points.

Bill, who attributed his win to "a lot of skill and a hell of a lot of luck," wants to be a computer programmer. For his troubles, he took home a \$2,500 computer game.

Aaron Copland turns 80 years old on Friday.

Funnyman Henny Youngman is suing the city for \$5 million because he slipped on an icy street in Manhattan.

He said he fell Feb. 17 on 54th St. near Broadway.



MORRISTOWN, N.J.
DAILY RECORD
D. 56,502—S. 64,038
NEWARK METROPOLITAN AREA

NOV 11 1981

'Space Invaders' Champ Crowned

NEW YORK (AP) — Aliens beware. The Force is with Bill Heineman.

Heineman, 16, of Whittier, Calif., spent two hours fighting off army after army of space invaders yesterday, and came away the winner of the national finals of the "Space Invaders" video computer game.

Heineman and four other finalists fought it out in front of a quiet audience of relatives, reporters, friends and contest officials.

"Fweep, fweep, fweep," went the lasers. Krch, krch, krch," went the doomed aliens. For two, mind-numbing hours, contestants stared at their screens and manipulated laser guns.

The game itself is fairly simple: armies of alien uglies appear on the television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser.

After each army of invaders is dispatched, another appears on the screen. Points are awarded for destroying aliens and asteroids.

The winners were announced in "Miss America" fashion, with the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points, and Heineman, of Whittier, Calif., 165,200 points.



LOUISVILLE, KY.
COURIER-JOURNAL
D. 199,713—S. 344,594
LOUISVILLE METROPOLITAN AREA

NOV 11 1980

PEOPLE

What they had for dinner was turnip greens, roast beef, chicken, lemon cheesecake and blueberry cobbler, favorite dishes of Mattie Thurmond Talmadge, mother of Sen. Herman E. Talmadge. She celebrated her 100th birthday at her home in Scotland, Ga. Bill Redding, a family friend, said he then asked her what she thought about the vote last Tuesday, in which Talmadge apparently lost his Senate seat. "She said, 'You know that doesn't bother me, Bill.'"

Giving up an eight-year quest to win back his wife and six children, Robert Bear said he will "get busy farming" instead of fighting the Reformed Mennonite Church — a conservative body. But Bear, 51, who once abducted his wife, Gale, says he will not seek a divorce. Bear was excommunicated in 1972 from the 600-member church after he criticized Bishop Glen Gross (his wife's brother). And he was also shunned, a sanction that bans church members, including his family, from having any contact with him.

For 13 years, Alfred P. Malpa served as minister, deacon and vicar of the 100-family Christ Church congregation in Coventry, R. I. Now the retired appliance repairman has realized a lifelong dream of entering the priesthood as the first Rhode Island Episcopalian ordained without a seminary education. Malpa, 63, was ordained by Rhode Island Bishop George N. Hunt.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent. After two hours, Bill Heineman ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals, held in New York, of the Space Invaders computer video game.

She found her prince several years ago studying political science at the University of Geneva. Now Maria Terese Mestre, 24, Cuban-born Swiss commoner who is engaged to marry Prince Henri, 25, heir to the Grand Duchy of Luxembourg, is being officially introduced to the public. Miss Mestre is the daughter of a banker who fled Cuba with his family during the 1959 revolution when Fidel Castro came to power.

For a dozen years as president of the National Trust for Historic Preservation, James Biddle championed the idea of preserving landmarks by keeping them occupied and not just turning them into museums. Now, he has joined Sotheby Parke Bernet, the auction house that deals in a variety of preserved items from art to antiques and real estate, as senior vice president responsible for relations with major collectors and museums.



BENNINGTON, VT.
BANNER
D. 7,019

NOV 11 1980

Space invaders zapped by these Earth heroes

NEW YORK (AP) — Aliens beware. The Force is with Bill Heineman.

Heineman, 16, of Whittier, Calif., spent two hours fighting off army after army of space invaders on Monday, and came away the winner of the national finals of the "Space Invaders" video computer game.

Heineman and four other finalists fought it out in front of a quiet audience of relatives, reporters, friends and contest officials.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed aliens. For two, mind-numbing hours, contestants stared at their screens and manipulated laser guns.

The game itself is fairly simple: armies of alien uglies appear on the television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser.

After each army of invaders is dispatched, another appears on the screen. Points are awarded for destroying aliens and asteroids.

The game, first marketed in Japan, has been overwhelmingly popular. Warner Communications, which manufactures the game in the United States, decided to sponsor a national contest when the company received hundreds of letters from "Space Invader" fanatics, boasting of high scores and asking about others' triumphs.

One thousand enthusiasts vied at each of four regional competitions, in San Jose, Los Angeles, Dallas-Fort Worth, and Chicago. Saturday, 4,000 persons took part in the New York regional competition.

Monday's first victim was Steve Marmel, 15, of Chicago, who allowed an invader to land after he had accumulated 28,000 points. The other four, as tenacious as their computerized foes, survived until contest organizers pulled the plug two hours later.

The winners were announced in "Miss America" fashion, with the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points, and Heineman, of Whittier, Calif., 165,200 points.

Heineman — who won a \$2,500 computer game for his efforts — said he was "addicted to the game." He attributed his win to "a lot of skill and a hell of a lot of luck."



MEADVILLE, PA.
TRIBUNE
D. 18,130

NOV 11 1980

Space Invaders Champion Named

NEW YORK (AP) — For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Heineman ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

William F. Grubb, vice president of Warner Communication's Electronic Entertainment Division, which make Space Invaders, said the popularity of the game is "incredible."

"We're in the age of electronics, and after 'Star Wars,' space became a very popular theme," he said.

Grubb said the company received letters from fans, disclosing their high scores and asking about others' triumphs. The company set up a contest to find a champion.



SAN ANTONIO, TEX.
EXPRESS
D. 85,000
SAN ANTONIO METROPOLITAN AREA

NOV 11 1980

Bill makes a clean *fweep* of competition

For two hours Monday, **Bill Heineman** held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders.

After two hours, Heineman ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the **Space Invaders** computer video game, held in New York.

William F. Grubb, vice president of Warner Communication's Elec-

tronic Entertainment Division, which make **Space Invaders**, said the company received letters from fans, disclosing their high scores and asking about others' triumphs. The company set up a contest to find a champion.

A thousand enthusiasts competed at regional contests before the five finalists fought it out before relatives, reporters, friends and Warner officials on Monday.



**DES MOINES, IOWA
REGISTER**

D. 217,584—S. 408,826
DES MOINES METROPOLITAN AREA

NOV 11 1980

Fweep, fweep

For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it. "Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent. After two hours, Heineman ended his defense. The invaders still were coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game in New York City. In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears. A thousand enthusiasts competed at regional contests in San Jose, Calif., Los Angeles, Dallas-Fort Worth and Chicago. And Saturday, 4,000 people took part in the New York competition. Heineman, a high school senior who wants to be a computer programmer, won a \$2,500 computer game.



WAUSAU-MERRILL, WIS.
HERALD

—D. 28,844—

WAUSAU METROPOLITAN AREA

NOV 11 1980

Thousands compete at space game

NEW YORK (AP) — For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fwweep, fwweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Heineman ended his defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

William F. Grubb, vice president of Warner Communication's Electronic Entertainment Division, which make Space Invaders, said the popularity of the game is "incredible."

"We're in the age of electronics, and after 'Star Wars,' space became a very popular theme," he said.

Grubb said the company received letters from fans, disclosing their high scores and asking about others' triumphs. The company set up a contest to find a champion.

A thousand enthusiasts competed at regional contests in San Jose, Calif., Los Angeles, Dallas-Fort Worth, and Chicago. And Saturday, 4,000 people took part in the New York competition.

On Monday, five finalists fought it out before relatives, reporters, friends and Warner officials.

The top finisher, Heineman, of Whittier, Calif., won with 165,200 points.

The points are computed by the number of invaders and asteroids shot down during the game.

Heineman, a high school senior who wants to be a computer programmer, won a \$2,500 computer game for his efforts.



BELOIT, WIS.
NEWS
—D. 18,592—
JANESVILLE BELOIT METRO AREA

NOV 11 1980

For some, fighting 'space invaders' is a passion

NEW YORK (AP) — Aliens beware. The Force is with Bill Heineman.

Heineman, 16, of Whittier, Calif., spent two hours fighting off army after army of space invaders and came away the winner of the national finals of the "Space Invaders" video computer game.

Heineman and four other finalists fought it out Monday in front of a quiet audience of relatives, reporters, friends and contest officials.

The game itself is fairly simple: armies of alien uglies appear on the television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser.

After each army of invaders is dispatched, another appears

on the screen. Points are awarded for destroying aliens and asteroids.

The game, first marketed in Japan, has been overwhelmingly popular. Warner Communications, which manufactures the game in the United States, decided to sponsor a national contest when the company received hundreds of letters from "Space Invader" fanatics, boasting of high scores and asking about others' triumphs.

One thousand enthusiasts vied at each of four regional competitions, in San Jose, Los Angeles, Dallas-Fort Worth and Chicago.

Heineman — who won a \$2,500 computer game for his 165,200-point game — said he was "addicted to the game." He attributed his win to "a lot of skill and a hell of a lot of luck."

San Francisco Chronicle

The Largest Daily Circulation in Northern California

HOME EDITION ••

TUESDAY, NOV. 11, 1980

777-1111

Earth Saved From Aliens

New York

For two hours yesterday, Bill Heineman held off the alien invaders with his laser cannon, vaporizing them before they could land on Earth and destroy civilization as we know it.

He had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game. Hing Ng, 16, of San Francisco placed second.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is disposed of, another appears.

A thousand enthusiasts competed at regional contests in San Jose, Los Angeles, Dallas-Fort Worth and Chicago. And Saturday, 4000 persons took part in the New York competition. Yesterday, five finalists fought it out. First to go was Steve Marmel, 15, of Chicago, who allowed an invader to land after he had accumulated 28,000 points.

The other four survived until contest organizers called a halt two hours later.

The winners were announced in Miss America fashion — the last-place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Ng, 153,300 points.

At last, came the top finisher, Heineman, of Whittier, Calif., with 165,200 points.

Heineman, a high school senior who wants to be a computer programmer, won a \$2500 computer game for his efforts. He said he is "addicted to the game" and attributed his win to "a lot of skill and a hell of a lot of luck."

Associated Press

Bay Area teen takes video prize

A Bay Area teen-ager who beat out all comers in a regional Space Invader contest held in Cupertino has won second place in the National Space Invader Superbowl in New York City.

Hing Ng, 16, of San Francisco, who in August bested about 1,000 competitors in a regional competition held at Vallco Fashion Park with 64,185 points, more than doubled that score with 153,300 points in the New York competition.

Ken Holl, a tournament publicist, called the scores "phenomenal."

The tournament lasted more than two hours.

"How anyone can play that long is beyond me," Holl said. "I get to 4,000 and I start to fall apart."

Ng, whose prize is worth about \$1,000, was beaten by Bill Heineman, 16, of Whittier, who scored 165,300 points. Heineman won an Asteroid table-top video game worth about \$3,000.

Ng won a home computer.

The two youths were among five finalists, all teen-age boys, in the competition, which was sponsored by Atari Inc. of Sunnyvale. Atari markets Space Invaders, a nerve-rattling, adrenaline-charged video and arcade game in which the player must zap ever-advancing alien space ships while dodging photon torpedoes.

Top-seeded Frank Tetro, 14, of New York, placed third. He scored 133,300 points, but led the field going into the contest with 110,125 points he had scored in regional competition.

More than 10,000 players participated nationwide in the tournament. Regional contests were held also in Los Angeles, Chicago and Dallas.



CINCINNATI, OHIO
ENQUIRER
 D. 184,138—S. 287,113
 CINCINNATI METROPOLITAN AREA

NOV 12 1980

Fweep, Fweep, Fweep! Heroic Earth Defense Repels Aliens—Sort Of

Attention, Earthlings. We surrender. We will leave your planet in peace. Our invasion has failed. Aw, heck.

It's that guy Bill Heineman. For two hours Monday, he held us off with his laser cannons, vaporizing our troops and ships before they could land on Earth and destroy civilization as you know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went our doomed invaders, insidious and persistent.

And after two hours, still shooting, Heineman ended his defense. He had accomplished his goal.

He was declared winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

The contest was sponsored by Warner Communication's Electronic Entertainment Division, which makes Space Invaders.

Among the five finalists, Heineman was the top finisher with 165,200 points. A high school senior from Whittier, Calif., he wants to be a computer programmer. He won a \$2,500 computer game for his efforts.

★ ★ ★

In a somewhat less alien environment, CBS newscaster Dan Rather spent a wild 60 minutes or so with a Chicago cabdriver.

Rather signed complaints charging the cabbie, Eugene Phillips, 38, with disorderly conduct and with refusing to let a fare out of the cab.

The cab was stopped by a Cook County corrections officer Monday after a chase down Lake Shore Drive at speeds up to 80 mph. The

corrections officer gave chase after seeing Rather signaling frantically for help.

Rather got into the cab at O'Hare International Airport, police said.

Rather, who said he was in Chicago to conduct an interview, termed it a "very minor problem." However, he said he would complain to officials in City Hall who regulate taxi licenses.

Phillips said that after he had picked up Rather, the two of them spent half an hour looking for an address. They weren't having any luck, and tempers flared because the driver said he had to get his cab back to the garage.

Phillips has a date in Traffic Court on Jan. 23.

★ ★ ★

Piles of condolence letters have been arriving at gloomy Capitol Hill offices lately. For example, these comforting words:

"The House will suffer a great loss when you will not be in the new session. I am glad I did everything I could to help you. But always remember: The defeat of today is the success of tomorrow."

Just one problem. The letter was sent by a well-heeled New York Democrat to Arizona Rep. Morris K. Udall—one of the few Democratic leaders who wasn't defeated. In fact, Udall won re-election by a wide margin.

★ ★ ★

The U.S. Army has decided to abandon its appeal of a decision calling for reinstatement of admitted homosexual Miriam Ben-Shalom to the Reserves, her attorney said Tuesday in Milwaukee.

Stephen Glynn said the deadline to appeal is today and he had been notified that the federal government would file a stipulation dismissing its appeal.

A federal judge reinstated Ms. Ben-Shalom in May, ruling unconstitutional a regulation requiring the discharge of soldiers who exhibit homosexual tendencies or interests.

Ms. Ben-Shalom, a drill sergeant in the 84th Division, has spent five years fighting for reinstatement. Army personnel testified in the case that she had been an exemplary soldier in other ways, and that being an admitted homosexual had not interfered with her duties.



CLEVELAND, OHIO
PLAIN DEALER
D. 381,543—S. 453,223
CLEVELAND METROPOLITAN AREA

NOV 12 1980

For two hours, Bill Heineman

held off the alien invaders before judges called a halt to the battle and named him the winner in the national finals of the Space Invaders computer video game. William F. Grubb, vice president of Warner Communication's Electronic Entertainment Division, which makes Space Invaders, said the company set up the contest after receiving letters from fans disclosing their high scores and asking about others' triumphs. Regional contests were held in San Jose, Los Angeles, Dallas-Fort Worth and Chicago. Other winners in Monday's finals in New York were Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; and Hing Ng, 16, of San Francisco, 153,300 points. Heineman, a high school senior from Whittier, Calif., scored 165,200 points.



DETROIT, MICH.
FREE PRESS
D. 617,605—S. 715,657
DETROIT METROPOLITAN AREA

NOV 12 1980

names & faces / Friends and lovers

Compiled by CATHY COLLISON

Detroit's Focus:HOPE. The party begins at 1 p.m., and the tickets are \$10 each. There will be a cash bar, and those who wish to eat are advised to take their own food.

BILL HEINEMAN, a high school senior from Whittier, Calif., held off the aliens to capture the championship in the national finals of the Space Invaders tournament in New York City. Heineman, who wants to be a computer programmer, won a \$2,500 computer game for his efforts.

DAN RATHER is a liar, says Chicago cabbie **Gene Phillips**. Rather's story: the cab driver would not let him out of the taxi. But the cabbie, according to columnist **Mike Rokyo**, says it was the CBS star who was unreasonable and that he was only following proper procedure to deal with a passenger who refused to pay his fare. "If Dan Rather says I kidnapped him, he's a fat-faced liar," Phillips told Rokyo. After having trouble finding the address Rather requested, the cabbie told his passenger he had to be back in his garage or he'd have a penalty to pay. Eventually, with a policeman's help, they arrived at the address. Then Rather demanded to see the driver's license. The license was not available, and Rather refused to pay, the cabbie says. So, the cabbie said, he did what was right and proper, drive off and look for a policeman.



MT. KISCO, N.Y.
PATENT TRADER

—D. 18,517—

NEW YORK CITY METROPOLITAN AREA

NOV 12 1980

Yorktown boy third in computer game

By TERENCE KELLY

YORKTOWN — Frank Tetro, 14, ran a strong third in defending civilization — civilization in the "Space Invaders" video computer game that is.

Tetro, who lives on 3340 Gomer St., Yorktown Heights, placed third in the national championships after accumulating a score of 133,000 at the eastern regional competition held this past Saturday at the CitiCorp Center in New York City. Tetro won the eastern regional championship with his score.

"Space Invaders" is a game manufactured by Warner Communication's Electronic Entertainment Division that is sweeping the nation.

Tetro told Patent Trader that he has only been playing the game since May. "I have my own game at home, and after awhile I noticed that I was getting pretty good at it," he said. Tetro said he decided to enter the contest after reading about it in the newspaper.

More than 4,000 people participated in the eastern regionals. Contestants were given a two-hour time limit in the competition.

The object of the game is to defend "civilization" against the "space invaders" that seek to destroy it. The game requires a high degree of hand-eye coordination.

The national crown went to a Whittier, Calif., contestant who entered a score of 165,220.



COLUMBUS, MISS.
COMMERCIAL DISPATCH
D. 13,264 S. 13,702

NOV 12 1980

Contest Winner Holds Off Space Invaders

NEW YORK (AP) — For two hours Monday, Bill Heineman held off the alien invaders with his laser cannons, vaporizing them before they could land on Earth and destroy civilization as we know it.

"Fweep, fweep, fweep," went the lasers. "Krch, krch, krch," went the doomed invaders, insidious and persistent.

After two hours, Heineman ended his

defense. The invaders were still coming, but he had accomplished his goal: He was winner of the national finals of the Space Invaders computer video game.

In Space Invaders, an army of aliens appears on a television screen, and it is up to the player to kill them off before they land on Earth or bomb the player's laser. After each army is dispensed with, another appears.

William F. Grubb, vice president of Warner Communication's Electronic Entertainment Division, which make Space Invaders, said the popularity of the game is "incredible."

"We're in the age of electronics, and after 'Star Wars,' space became a very popular theme," he said.

Grubb said the company received letters from fans, disclosing

their high scores and asking about others' triumphs. The company set up a contest to find a champion.

A thousand enthusiasts competed at regional contests in San Jose, Calif., Los Angeles, Dallas-Fort Worth, and Chicago. And Saturday, 4,000 people took part in the New York competition.

On Monday, five finalists fought it out before relatives, reporters, friends and Warner officials.

First to go was Steve Marmel, 15, of Chicago, who allowed an invader to land after he had accumulated 28,000 points.

The other four survived until contest organizers called a halt two hours later.

The winners were announced in Miss America fashion — the last place finisher, Marmel, named first. Then there was Robert Merek, 16, of Dallas, with 108,400 points; Frank Tatro, 14, of Yorktown Heights, N.Y., 133,300 points; Hing Ng, 16, of San Francisco, 153,300 points.

At last, came the top finisher, Heineman, of Whittier, Calif., with 165,200 points.

The points are computed by the number of invaders and asteroids shot down during the game.

Heineman, a high school senior who wants to be a computer programmer, won a \$2,500 computer game for his efforts. He said he was "addicted to the game" and attributed his win to "a lot of skill and a hell of a lot of luck."



NORTH LAS VEGAS, NEV.
VALLEY TIMES
D. 15,000 — S. 15,000
LAS VEGAS METROPOLITAN AREA

OV 11 11 30

Space Invaders Contest Decided

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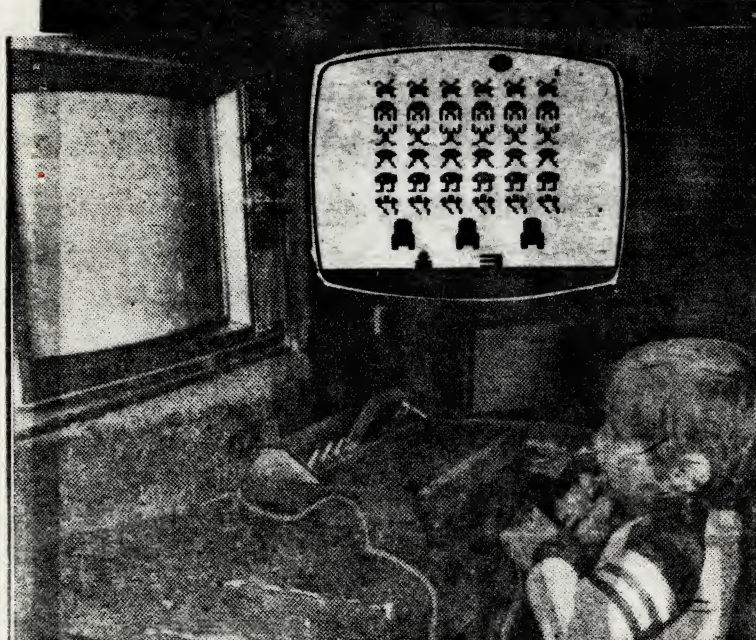
NEW YORK REGIONAL

25¢

New York,
November 7, 1980

DAILY NEWS

Tonight



Youngster proves anyone can play Space Invaders.

Spacey doings

By BILL FARRELL

FIRST THERE WAS Orson Welles' radio broadcast of "War of the Worlds." Then came the '50s and countless science fiction flicks dealing with creatures from other planets and galaxies landing on earth to take over.

"Invaders from Mars," "The Invasion of the Body Snatchers," "It Came from Outer Space" and "The Day the Earth Stood Still" are all part of this group. More recently the remake of "Body Snatchers" and "Alien" proved that the idea of creatures from other planets arriving here still lingers in many minds.

By mixing interest in space with the boom in computer/video games, "Space Invaders" was born and it may well be the most popular arcade and home video game. In fact, its makers claim they can't keep up with requests from their distributors. In Japan, where it was introduced little more than a year ago, the Bank of Japan was forced to triple production of 100-yen pieces (the coin used in the Japanese machines), and Space Invaders has driven at least one pachinko (Japanese pinball) manufacturer into bankruptcy.

THE GAME REQUIRES the player to "shoot down" (by control buttons) invading aircraft from outer space. The invaders come up on the screen at ever-increasing speeds, and from different directions. In the arcade version, only one type of attack is programmed, but in the home version there are more than 100 speed and attack patterns available.

Even though the player *never* wins at this game (the machine is programmed to go on for hours on end while the player isn't), the game has continued to grow. As a result, Atari, the company that manufactures and markets Space Invaders, is sponsoring the first annual National Championship this weekend at the Citicorp Center. Regional finals have already been held in five cities and Saturday, New York area residents will get their shot at the title.

The only contact I've ever had with the game was a few weeks ago when I walked into a local watering hole with a friend, who immediately noticed that the Space Invaders machine was unoccupied. He started to play, and I haven't seen him since.

Well, enough of him, let's discuss the tournament.

Eliminations start Saturday at 10 a.m. at Citicorp Center (Lexington Ave. at 53d St.). Registration is open to all; call (800) 538-8547. Winners of the first matches will be invited to play Monday against winners from the Chicago, Dallas, Los Angeles and San Jose play-offs.

Monday's national finals get underway at noon at 75 Rockefeller Plaza. Among the prizes are an Asteroids tabletop video game, a personal computer and a \$500 shopping spree. Anyone who reaches 15,000 points will receive a Space Invaders T-shirt.

Anyone planning to get involved in this game must be careful, however—it is particularly dangerous when you're under the influence of demon rum. There is an editor for a major metropolitan newspaper who one night after a few drinks sat in front of a Space Invaders machine, gleefully winning free game after free game. He was puzzled, though, about why he never scored more—or less—than 285 points. It was not until an hour later that someone approached and said rather pointedly that if all he wanted to do was watch the machine go through its pre-programmed routine, (otherwise known as a come-on) he should make way so someone else could play.

NEW YORK POST

SATURDAY, NOVEMBER 8, 1980 25 CENTS

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AMERICA'S FASTEST-GROWING NEWSPAPER

'Space invaders' win in home video stakes

By KAREN LAZAROVIC
WHILE demand for hand-held electronic games is on the decline, home video games are still the hottest thing to happen to television since Milton Berle.

One of the leading contributors to the video game craze is Atari Inc., a subsidiary of Warner Communications.

Profits from sales of its home video computer system and 40 various game cartridges should rocket to \$50 million this year compared with less than \$7 million a year ago, according to Lee Isgur, analyst with Paine Webber Mitchell Hutchins.

Its most popular game is Space Invaders, whose

devotees are so numerous that Atari has been sponsoring regional competitions with the last contest today at the Citicorp Center from 10 a.m. to 3 p.m.

More than 1000 participants are expected to compete for cash prizes and the opportunity to enter the national finals on Monday at Warner Communications headquarters here.

Analyst Isgur said that Atari's video computer system continues to dominate the market while demand for last year's electronic favorites is down.

"It is sold out at the wholesale level and appears to be sold out also at the retail level," he said.

"Sales of the computer system and cartridges will surpass those of all other electronic games of any single manufacturer," Isgur said.

He anticipates sale of 850,000 units at \$125 wholesale for a total over \$100 million. Adding cartridge sales, the final figure would rise over \$125 million. He predicts no other manufacturer will be able to match it.

He points out that Milton Bradley, a major competitor, said in its third-quarter report that the order rate of new products is below what it was for the same period last year.



Members of Space Invaders Club at Sonoma State University in California prepare for the big competition.



U S
NEW YORK, N. Y.
B. W. 837,162

Space Invaders v

Pass by any penny arcade and you'll find mesmerized men and women tilting with aliens from outer space.

Since its introduction here (after tremendous success in Japan), the Space Invaders game, complete with moving monsters, rocket ships, and thudding sound, has become more addictive than TV. Look for regional competitions in your area soon.



The New York Times





Frank Tetro competing in last Monday's National Space Invaders Contest, and right, winning the Eastern Regional championship

CHEAP THRILLS

EDITED BY TERI WHITCRAFT



FRIDAY

Sexual Harassment & Job Discrimination: hearing spon by Subcommittee on the Status of Women, labor & human rights grps testify. City Hall Committee Rm. 566-1324, 10 a.m., free.

SATURDAY

Casting Call: Ron Young talks on bronze casting, foundry procedures, Sculpture Associ, 114 E 26th St, 11 a.m.-2 p.m., free.

Vocal Theatre: dramatic concert by Elizabeth Hodes, from *Lucrezia to Fragments of Isadora*, Mus of the City of NY, 103rd St & 5th Av, 3 p.m., free.

Nova Chamber Players: works of Martinu, Dvorak, Diamond, Good shepherd, 236 E 31st St, 4 p.m., \$2.50.



20 Years Before the Millennium: "The Responsibility of Women in Art," forum spon by Women's Caucus for Art, Marymount Manhattan College Aud, 221 E 71st St, 7:30 p.m., \$2 donation.

We Don't Need No Thought Control: Marv Gettleman, Ellen Schrecker on "Teachers & Repression," Brecht Aud, 151 W 19th St, 8 p.m., \$2.50.

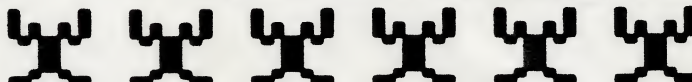
Buddha Knows Best: slide show of Buddhist festivals of Ladakh, Mus of Natural History, 1-4:30 p.m., contrib (also Sun).

Indian River: For \$24 and change Peter Minuit bought Manhattan in 1626. The site of that infamous transaction was Inwood Hill Pk, a tour of which is spon by the Urban Pk Rangers (360-8194) at

Organist Laurent Agazzi, St Patrick's Cathedral, 480 Madison Av, 4:45 p.m., free.

Cantata 139: Paul-Martin Maki plays Bach, Holy Trinity Lutheran Church, CPW at 65th St, 5 p.m., contrib.

MONDAY



Min Tanaka, improv solo dance, PS 1, 46-02 21st St, Long Island City, 784-2064, 4 p.m., free (also Sat).

Satoru Shimazaki & Dancers, Japanese dance to classical music, Cooper Union Great Hall, 3rd Av & 7th St, 8 p.m., free.

Avant-Garde Arama: performances by Ilona Grant, Jacob Burckhardt, Charles Dennis, Slide & Seek, et al, PS 122, 1st Av at 9th St, 8:30 p.m., \$2.50 (see Sat).

1 p.m., meet at W 218th St entrance, nr Bdwy, free. Afterward check out the "Wild Man" exhibit at the nearby Cloisters.

Splits: Diane McIntyre & Sirone, music & dance wkshp, Katherine Dunham Dance Studio, 410 W 42nd St, reserv 666-9725, 2 p.m., free.

Avant-Garde Arama: performances by Bob Holman, Kenneth King & Dancers, Jimini Moonlight, Brian McCormack, et al, see Fri.

Home Planet News: party & benefit reading w/ Enid Dame, Donald Lev, editors, contributors & friends, St Clement's, 423 W 46th St, 8 p.m., \$2. The latest issue of *HPN* covers Populism & Poetry, Afro-American Literature & the Class Struggle, Poetry in Paris & NYC, plus book, magazine & record reviews, \$1, East Side or St Mark's Books.

"Why Is My Lover So Much



Death of Faith & Other Poems: Mark Zipoli, reading, Studio Thtr, 930 Lexington Av, 8 p.m., \$2.

Juilliard Orchestra, works of Brahms, Berlioz, Lincoln Ctr Alice Tully Hall, free tkt from concert office after Wed.

Celestial Harp: Lasaaji Venus, Edward Gordon on electronic auto-harp, 4th St Photo Gtry, 67 E 4th St, 8 p.m., \$2.50.

Juilliard String Quartet, spon by Peoples' Symphony Concerts, Washington Irving HS, 16th St & Irving Pl, reserv 586-4680, 8 p.m., \$2.

SUNDAY

Open Performance: works-in-progress, School for Movement Research, Kiva Loft, 307 Canal St, 4:30-6 p.m., \$1.

"Music Live!" 4th Wall Repertory Co, 79 E 4th St, 8 p.m., 254-5060, \$2.50 (also Tues).

Poets Barbara Holland, Alan Guttman, Figaro Cafe, 186 Bleecker St, 11 a.m., contrib.

Poets Kathy Neerline, Paul Perricone, open reading, 77 Barrow St, 5RW, 8 p.m., contrib.

Audience Oratorio: participants needed for recording by Kirck Nurock and Natural Sound, Trinity School, 139 W 91st St, noon, free.

Like My Mother?" women only, talk by a lesbian therapist, WSDG, Greenwich Hse, 7th Av S at Barrow St, 8:30 p.m., \$2.

Beuys Will Be Beuys: Linda Shearer, curator of Beuys's Guggenheim retrospective, and videomakers of *Dialogue with Audience*, on his performance at Cooper Union last Jan, Donnell Libry Ctr, 20 W 53rd St, 6 p.m., free.

"The Resonance of Filing Cabinets": Diana Meckley, keyboard & live electronics, PASS, 16 W 22nd St, 9 p.m., \$2.50 (special price for Cheap Thrills readers).

Power on the Left: Lawrence Lader, Ronald Radosh on the leftist movement, Cooper Union, 3rd Av at 7th St, 8 p.m., free.

paint yr face red me & mayakovsky: performance by Tim Miller, PS 122, 1st Av & 9th St, 9 p.m., \$2.

St George's Choral Society, w/ orchestra, 16th St off 3rd Av, 8 p.m., contrib.

Poets John Godfrey, Annie Witkowski, St Mark's Poetry Project, 2nd Av at 10th St, 8 p.m., \$1.



Cointelpro 1980: forum on trial of ex-FBI officials Felt & Miller, speakers inc David Truong, Louis Wolf, Muntu Matimela, Judith Clark (plaintiff in *Clark v USA*), spon by Committee for the Suit Against Govt Misconduct, PS 41, W 11th St off 7th Av, 7:30 p.m., \$2.

Power for the People: wkshp on energy in the U.S., Martin deKadt, 796 E 19th St, Bklyn, 434-3470, 7:30 p.m., free.



SPACE INVADERS addicts are honing their nerves of steel for the regional playoffs Saturday, 10 a.m.-3 p.m., at Citicorp. Top prize is a penny per point (\$150), but everyone gets an authentic Space Invasion Fighter Certificate. To register, call 800-535-8547. Thump-Thump.

11:50
PAGE 10

NOVEMBER 7 - 13, 1980 / 506

metropolitan Almanac

New York's One Complete Day-By-Day Calendar Of Events

INVASION OF SPACE INVADERS

Regional competition sponsd by Atari. Space Invaders is a video game where a player tries to shoot down advancing columns of aliens before they reach earth. Cash prizes to the three highest scoring participants. Citicorp Center, 53 St & Lexington Av. 10 am-3 pm. To register: 800 538-8547.

San Francisco Chronicle

The Largest Daily Circulation in Northern California

HOME EDITION •

MONDAY, NOV. 10, 1980

777-1111

The Big Day For Space Invaders

New York

A score of a couple of thousand points at the corner bar playing the video game sensation Space Invaders isn't bad, but it wouldn't stand a chance in today's National Space Invaders Super Bowl.

Atari Inc., the American marketer of the home video version of the Japanese game, is running a National Space Invaders championship.

Thousands of button-pushing, electronic game enthusiasts around the country have flocked to enter the contest — some traveling thousands of miles to participate. And some of the scores they got in the regional eliminations were just out of this world.

Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest.

He will compete today in New York against four other regional winners from contests in San Jose, Los Angeles, Dallas and Chicago for the Super Bowl Space Invaders Crown. The San Jose winner was Hing Ng, 15, of San Francisco.

Space Invaders, a video game in which the player must zap ever-advancing alien spaceships while dodging their photon torpedoes and hiding behind laser bases, was first introduced in Japan in 1978. It caused an immediate sensation. The Bank of Japan reportedly had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed." One thousand competitors played in each of the four regional contests.

"I've heard of a guy who said he had an \$80-a-night habit," Juhnke said. "There's lots of people really addicted to the game. It's really fun."

The five regional winners netted \$150 each plus an all-expense-paid plane trip to the finals if they needed it. The winner of today's championship will receive a \$2000 table video game; the second-place finisher will receive a \$1000 home computer, and the third-place winner will get \$500.

United Press

4,000 Line Up to Join Battle Against Electronic Invader

By DUDLEY CLENDINEN

Last year, it is said to have caused the Bank of Japan to triple its production of 100-yen coins to satisfy the demand. Yesterday, it moved Robert Stenzler, a fourth-grade teacher in New Rochelle, to get up at 6:30 on a Saturday morning to drive his son Andrew, 12 years old, to the Citicorp Center at 53d Avenue and Lexington.

In Branford, Conn., Armand Mauro, a restaurant owner, got up with his wife, Anne, and they both brought in their son Jeffrey, 10. Mary Anne Tetro, who works five days a week as a construction company's secretary, rose early in Yorktown Heights to bring in her son Frank, 14, and his sister Joy, who is 10.

They all joined a long line of people six bodies across that by mid-morning stretched up and out of the Citicorp plaza and around the corner and down the block.

From his place on the steps outside, Ed Migueles, a 16-year-old Plainfield, N.J., youth who has curly brown hair and every appearance of normal boyhood, explained why they all had come.

"It's aliens from outer space who've come to invade the earth," he said. "The object is to destroy the aliens."

4,000 Volunteer for Battle

He was describing Space Invaders, the video game whose coin-operated version took Japan by popular storm when it was introduced there two years ago. It was brought to this country about 18 months ago, and yesterday, Atari Inc., which markets a home model of the amusement arcade version, held what it called the New York regional competition for Space Invaders fans.

Almost 4,000 entrants showed up for the contest. They were mostly male, mostly preadolescents or teen-agers, and mostly brought by their parents, some of whom play, too.

Ed Migueles explained that he played the space game on his home console, that his sister Denise, 8, played a learning game for younger children, that his father, 48, played with him on it sometimes, and that his grandfather, 69, played backgammon on it when he came last summer from Argentina. "That's a South American country," he said politely. "Not many people know."

The Atari marketing staff commonly speak of the game as being "addictive" and, considering that Atari has been the most profitable subsidiary of the Warner Communications Company for the last two quarters, they do not seem disturbed.

"It's very addictive," William F. Grubb, vice president of marketing and sales, said with a smile.

But Mr. Grubb, who has four children, likes to think that it is a healthy addiction for children. "They can beat their parents," he said, "and that gives a child a good sense of accomplishment and confidence in his ability to handle himself in an adult world."

The competition lasted from 10 A.M. to 3 P.M. For a while, as the line dribbled slowly into the atrium of the Citicorp Center, where monitors watched the players at the controls of more than a score of sets and security guards shuffled people through as if some crown jewels were on display, 12-year-old Andrew Stenzler led the pack, with 26,050 aliens destroyed by laser cannon on the video screen. Andrew, who thinks he would someday like to be "a businessman or a C.P.A.," looked satisfied with his performance.

But he was not going to hang around to see if anyone stole his lead, or try again to improve his score. "I've got a soccer game coming up now at home," he said, "and I'm not in the mood to wait another two hours in line." His father looked relieved.

Armies Were Falling

It was just as well. At the far corner of the roped-off play area, Frank Tetro, the 14-year-old son of a New York City policeman, was destroying whole armies of aliens, troop after troop. He had been practicing four hours a day for a week, on the home console he got as a confirmation present. The score on the screen registers only 9,999, and he kept filling it up and starting all over again.

The previous record, set in the regional competition in Chicago two weeks ago, was 83,000 aliens downed. Yesterday, before Frank Tetro's defense finally succumbed to a severe case of sweaty palms on the hand controls, he destroyed 110,124 aliens. This appeared to guarantee him a place in the finals to be held at Warner headquarters in Rockefeller Center tomorrow. The grand prize, not surprisingly, is a \$2,000 Asteroids Table-Top Video Game, and Frank, who played with impressive calm as the television lights interfered with his vision yesterday, said he would practice six hours a day this weekend.

And if he should win the finals, would he continue to play afterward?

"Never," said the A student, whose ambition is to be a pediatrician. "I never want to see it again."



NEW HAVEN, CONN.
JOURNAL-COURIER

—D. 41,149—

NEW HAVEN-WATERBURY METRO AREA

NOV 10 1980

Space Invaders crazies compete

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Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest. He goes on to vie today in New York against four other regional winners from contests in San Jose, Calif., Los Angeles, Dallas and Chicago for the Superbowl Space Invaders Crown.

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laser bases, was first introduced in Japan in 1978. It caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed."

One thousand competitors each played in the four regional contests and as many as 4,000 lined up to play in New York's competition at a shopping mall, she said.

"I've heard of a guy who said he had an \$80-a-night habit," Ms. Juhnke said. "There's lots of people really addicted to the game. It's really fun."

The five regional winners netted \$150 each plus an all-expense paid plane trip to the finals if they needed it. The winner of the Monday championship will receive a \$2,000 table video game, the second place finisher will receive a \$1,000 home computer and the third place winner will receive a \$500 check.

Not bad for zapping away those enemy space ships.

DAILY NEWS

NEW YORK, SUNDAY, NOVEMBER 9, 1980

The games computers play & how

By LARRY SUTTON

Beep. Beep. Beep. Beep.

The sound of thousands of computer space ships filled the atrium of the Citicorp Building on E. 53d St. yesterday. Outside, hundreds of young technocrats stood waiting. Their mission: destroy all ships. Their battlefield: a television screen.

Beep. Beep. Beep. Beep.

The sound of dozens of computer toys filled a room near Lincoln Center. Inside, about 30 grammar school and junior high students pried the games apart. Their mission: learn how the toys work. Their battlefield: a Fordham University classroom.

Two groups of computer buffs, two different goals.

At Citicorp, the crowd came to compete for the regional Space Invaders championship. Space Invaders, for those of you who have been out of this world, is a video game played in pinball parlors or at home on a television. The object is to blast away an army of little space ships that float across a screen.

"IT'S A CHALLENGE," said 16-year-old Michael Bonilla of Richmond Hill, Queens. "We play it at least three times a week, for a couple of hours a day, at pizza parlors or arcades," said his cousin Juan Ortiz, 15, of Flatbush, Brooklyn.

"Is this any way for a couple of healthy teenagers to spend a day? Shouldn't they be out playing basketball?" they were asked.

"Well, maybe you're right," they sheepishly admitted.

At Fordham, the students listened to George Nebel, a representative of the Milton Bradley toy company, explain how computer games evolved from an old electronic tube to a transistor to tiny silicon chips. And they watched as he showed how several toy computers, attached to a television screen, taught everything from the value of a dollar to how to tie a knot.

THIS LED AT least one of the students to wonder if someday his real-life teacher might be replaced by a TV screen. "A computer might know more than a teacher could ever remember," said Buffalo Stone, 11, a sixth-grader at P.S. 189 in Manhattan.

Classmate Eric Mingo, 11, disagreed. "You can't ask a computer the same kind of questions you ask a teacher," he said. "They know more about how to help you with a problem."

"The computer has unlimited potential," said Jordan Foster, 13. "Besides, sometimes it's more fun to watch a television screen than to read a text book. And you can learn from both of them."



BRIDGEPORT, CONN.
TELEGRAM

—D. 19,244—

BRIDGEPORT STAMFORD METRO AREA

NOV 10 1980

Video game 'Superbowl'

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Not bad for zapping away those enemy space ships.

Town hails conquering native son

By JOHN O'NEIL
Staff Writer

For two hours, the strange beasts came crawling at Frank Tetro Jr. Undaunted, the 14-year-old Yorktown youth slaughtered them by the thousands, proving he was among the greatest warriors in the land.

The battle may have been imaginary, but the competition Monday morning at Citicorp Center in Manhattan was not, as five finalists from a pack of almost 10,000 video game devotees faced off for the last round of the first "Space Invaders" national tournament.

Tetro, of Gomer Street in Yorktown Heights and the youngest finalists, won third place with a score of 133,130, placing behind the entrants from Los Angeles and San Francisco.

"It was my best round ever," the curly-haired Lakeland High School student said Monday night. "I really think I could've won if they hadn't changed the rules."

Still, as Frank's proud parents and a constant flood of phone calls from relatives and neighbors let him know, it wasn't too bad for a kid who has been playing "Space Invaders" for less than a year.

In "Space Invaders," which was imported two years from Japan by Atari Inc., the contest sponsor, players defend three missile-firing "laser bases" from the inexorable march of orange and purple aliens across a video screen. "Invaders" is one of the most popular of the video games which have made thousands of teen-agers virtual video junkies in recent years. The gradually mounting thump of the aliens' march has become normal background noise in bars and amusement arcades.

Just how popular the game has become was shown Saturday as more than 4,000 hopefuls showed up at the Citicorp Center for the Northeastern regional competition. The contest was open to anyone who owned an Atari home computer or cassette game set.

"When I saw how long the line was I thought I didn't have a chance," said Tetro, but his score of 110,125 was almost 20,000 points ahead of the competition.

Tetro spent Sunday in serious practice. Since Tetro, who wants to be a computer operator or a pediatrician, got an Atari home set for a Confirmation gift in May, he had logged many hours at "Space Invaders." But in recent weeks he had slacked off to play his new favorites, like "Surround."

He still thinks he should have won. Instead of the traditional battle until the death of the last laser base, the Atari

officials surprised the finalist by setting a two-hour time limit, which ran counter to Tetro's style of play.

Tetro's strategy was based on a discovery by the friend who introduced him to the game, Jay Spielvogel, also of Yorktown.

"The purple guys only come out when more than eight aliens are left on the screen. They're worth 60 points," Tetro explained.

Rather than blaze away in an attempt to kill as many aliens as quickly as

possible, Tetro would cautiously lure the more valuable "purple guys" onto the screen. At the end of two hours, he was still on the first of his three laser bases. The winner from Los Angeles, a less methodical player, was down to his last base.

Atari put him and his mom up in the Barclay Hotel for two days, treated him to meals in "fancy restaurants," and Tetro will soon receive his prize of an Atari 400 personal computer.

"I hear I'm kind of a hero or something in school today," he said with a grin.

Though he says he is "gonna lay off for a while," Tetro was down in his family's den Monday evening, watching the screen, and showing how effortlessly the field of aliens could be dispatched.



POMPANO BEACH, FLA.
SUN-SENTINEL

—D. 46,874—

FT. LAUDERDALE METROPOLITAN AREA

NOV 10 1980

Space Invader zappers seek title

United Press International

NEW YORK — Racking up a couple of thousand points at the corner bar playing the video game sensation Space Invaders isn't bad but the score wouldn't stand a chance in the National Space Invaders Superbowl.

Atari, Inc., the American marketer of the home video version of the Japanese game, is running a National Space Invaders championship.

Thousands of button-pushing, electronic game enthusiasts around the country have flocked to enter the contest — some travelling hundreds of miles to participate. And some of the scores they got in the regional eliminations were just out of this world.

Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest. He goes on to vie today in New York against four other regional winners from contests in San Jose, Calif., Los Angeles, Dallas and Chicago for the Superbowl Space Invaders Crown.

Space Invaders, a video game in which the player must zap ever-advancing alien space ships while

dodging their photon torpedoes and hiding behind laser bases, was first introduced in Japan in 1978. It caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed."

One thousand competitors each played in the four regional contests and as many as 4,000 lined up to play in New York's competition at a shopping mall, she said.

"I've heard of a guy who said he had an \$80-a-night habit," Ms. Juhnke said. "There's lots of people really addicted to the game. It's really fun."

The five regional winners netted \$150 each plus an all-expense paid plane trip to the finals if they needed it. The winner of the championship will receive a \$2,000 table video game, the second place finisher will receive a \$1,000 home computer and the third place winner will receive a \$500 check.

Not bad for zapping away those enemy space ships.

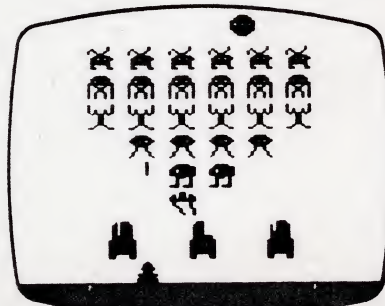
The Fastest Ray Gun in the East

By STEPHEN J. JESSELLI

THERE were Space Invaders in New York City. They were tiny little creatures with moving claws, that would shoot death rays at anyone who was not quick enough to get out of the way or defend themselves. Four thousand people accepted the challenge. There were few survivors. One of them was Frank Tetro, a 14-year-old earthling from Yorktown Heights.

Last week at the lower level of the Citicorp Center in New York City, Atari Incorporated held the Eastern Regional Space Invaders video game championship. The winner would gain the rights to play the four other regional winners, from Chicago, Dallas, Los Angeles and San Francisco.

Space Invaders, one of the nation's latest leisure crazes, is a video game



SPACE INVADERS® Game Program™

® Trademark of Taito America Corp.
Trademark of ATARI, INC.

that combines sharp and detailed graphics and sound effects with hand-eye coordination. The object of the game is to shoot down every advancing column of aliens before they reach the planet's surface. The more creatures and space ships you hit, the more points you receive. While a competitor fires at them, the Invaders are also zapping him with rays, which, of course, must be dodged. When an Invader hits your shooting base three times, or if the columns get to the planet's surface before they are eliminated, the game is over.

Originally introduced in 1978 to Japan by Taito Inc., the game was a quick success. When the Bailey Manufacturing Company placed the coin-operated game in American airports, game rooms, pizza parlors, bowling alleys and bars in late 1978, it seemed that people here could not put their hands in their pocket fast enough to get a quarter out. Last February, Atari produced a home video version of the

game on a cartridge that has 112 variations of the game. It became the fastest-selling cartridge ever produced by the company.

The Space Invaders wave had begun. T-shirts, hats, songs, dolls and clubs were formed. In bars, beer took a back seat to the game. Pinball machines went into disuse. A high scorer in the game drew respected glances. A new hand ailment called Space Invaders cramps developed.

The game's popularity is a puzzle to doctors, sociologists and psychologists. There are many explanations about why people enjoy this game. It is easy to learn. Many people refuse to become defeated by a machine. People see their friends play well and think that they can prove themselves by doing better. Steve Marmel, the 15-year-old Chicago regional winner explained why he played: "When I get frustrated, I like to blow things up; that's why I like this game."

When Frank Tetro, a ninth grader at Lakeland High School, made his confirmation in May, he was asked what he wanted as a gift. "I'd like an Atari home video set," he replied. Frank received the gift. He played with it, and played and played. "My parents thought I was crazy," he said, "but that game is the only thing that I'm real good at."

In early Autumn, Frank heard that a video store in Carmel was having a Space Invaders contest. Frank went home, practiced four hours a day and entered the contest. When it was his turn to play, he started killing Invaders. Four hours later, as Frank was amassing 280,000 points, the manager of the store tapped him on the shoulder and said, "Frank, you can stop playing now. I think you won." It was the first time that the teen-ager had won anything other than the breast stroke in an Elks Club swimming meet.

A few days before the big contest in Manhattan, Frank Tetro heard about it from a friend. Frank, who had his good luck charm in his back pocket, went to register for the contest, and his mother, Maryann, who kept telling everyone that her son was going to win, and his younger sister Joy, 9, went with him.

Long lines began forming as early as 8 A.M. at the Citicorp Center and stretched from inside the building and curled around a stairway until they reached outside to the sidewalks. Inside on the main floor, there were 20 television monitors, constantly making a boom-boom boom-boom sound that picked up speed as the Invaders got a level closer to the defenders. Atari officials kept score for each contestant.

Frank's turn came at 9:55 A.M. An

A new hand ailment called Space Invaders cramps has developed

hour later, he was still playing. Television cameramen and reporters began to take notice.

Then Frank began to move around.

His fingers started to sweat, his back ached and he told his audience, "My legs are killing me." At 11:40 A.M., Frank lost his third gun, and his game was over. First, the crowd moaned, then it started to applaud. "I was hoping to get hit, I had to go to the bathroom," he said tiredly. He then went on to explain the strategy of winning the game.

"There definitely is a pattern to this game, but to tell the truth, I don't want to look at Invaders for a long time after this is all over," said the Eastern regional champ. His total of 110,125 points, had made him the highest scorer in the nation, topping Bill Heineman, the Los Angeles regional leader, who had 83,475 points in his division. Either way, Frank Tetro was the best in

the East. He called his father, a New York City police officer who was home with the chicken pox, to tell him he had won. That night all Frank's friends came over to watch their space hero on the television news programs.

Last Sunday, representatives of Atari picked him and his mother up from their Westchester home and drove them to the city. Frank Tetro got to meet the other regional winners, went to an Italian restaurant and checked into the Berkshire Hotel to wait for last Monday's National Space Invaders Contest.

Five television sets were lined in a row. All the boys wore custom-made T-shirts imprinted with their names and declaring them the regional champions. "I don't have a chance," said

Frank, whose ambition is to become a pediatrician.

As they played, each boy looked to see what the competition was doing. Everyone had his own strategy. They all played with blank expressions, like the contest was becoming mechanical.

Frank played slowly and steadily, and was losing ground fast against two of his opponents, Bill Heineman, 16, from Los Angeles, whose hobby is computers, and Hing Ng, 16, from San Francisco. At noon, the competition was over, and Frank finished third, with 133,300 points and a \$500 prize. Frank said, "I didn't know that the game was timed, I think I might have won it all." As he walked into an adjoining room, he said, "These games are the only things I'm really good at." ■



ALBANY, N.Y.
TIMES-UNION

D. 86,174—S. 151,974

ALBANY SCHENECTADY METRO AREA

NOV 10 1980

'Space Invaders' in NYC

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HACKENSACK, N.J.
SUNDAY RECORD
—S 218.302—
NEW YORK CITY METROPOLITAN AREA

NOV 9 1980

Video-game whiz zaps his way to tournament victory in NYC

By Laurence Chollet
Staff Writer

NEW YORK — To hear Frank Tetro tell it, there's really not much that he's good at. The high school freshman says that he likes football, but doesn't play. He swims, but "only the breast stroke, and not very well." He likes his studies, but his average is only somewhere between A-minus and B-plus.

"I'm really not very good at anything," Frank said yesterday while surrounded by a horde of reporters in the tree-lined atrium of the Citicorp Center. "Except Atari. I'm pretty good at that."

Pretty good, indeed. Yesterday, the tall, blond 14-year-old from Yorktown Heights in Westchester County won the regional championships of the Atari Inc. electronic game called Space Invaders. He did it by standing at a television screen for a little more than a half hour, methodically zapping orange and purple invaders as they descended down the screen, and racking up 110,125 points (the highest tally so far in the national contest).

Tetro was one of more than 5,000 kids and kids at heart ranging in age from 4 to 40 who showed up at 56th Street and Lexington Avenue to try their best at the electronic game that has become a nationwide craze.

They came from New Jersey, New York, Connecticut, with mom or dad or alone, and by car, bus, and train. They stood for hours in the bright, brisk sunshine for a chance to play. Some won T-shirts, most lost, and many (nearly 1,000) were turned away when the doors closed at 3 p.m. Tetro won a spot in the national finals tomorrow. But everybody, it seems, got what they came for: fun.

The excitement is all part of the video-games boom that is running at a phenomenal pace, totaling more than \$200 million a year in profits, up nearly 25 percent from a year ago. The games are the electronics age's answer to pinball. They're activated by a microcomputer,

and there are a host of variations on the market. But by far the most popular is Space Invaders.

The idea is to get the orange and purple invaders before they get you. The little invaders descend in rows from the top of the screen to the pulsating thump-thump-thump of the machine. A player knocks them off by pressing a little button that shoots "laser beams" from a green base ("Earth") at the bottom of the screen. The base can be moved across the bottom, but the invaders shoot beams, too. And the more invaders you shoot, the faster they come down. Nobody ever really beats them because the invaders descend as long as electricity feeds them. The skill is measured in how many points you get before your base is hit.

The craze started in Japan a few years ago when Taito Ltd., an electronic-games firm, installed an arcade model in pinball parlors throughout that nation and created an overnight sensation. Earlier this year, Atari Inc. — the Sunnyvale, Calif., firm that brought you a game called Pong — bought the video rights to the fad. Now, for about \$129 retail, anybody can take home their very own Space Invaders game and defend Earth forever.

The idea for the national contest evolved after hundreds of mothers started calling the company to ask what the record score was and who logged it.

No one knew for sure, so Atari (which obviously knows a great publicity gimmick when it sees one) set up shoot-outs in Los Angeles, Chicago, Dallas, San Francisco, and New York to find out. The regional winners will shoot it out tomorrow at 10 a.m. in Rockefeller Center.

Yesterday, the fad was in full swing at Citicorp. The lines of kids and parents stretched up the stairs along Lexington Avenue, down the block, and around 54th Street. Inside, the crowds choked the mall of exotic boutiques, waiting to get into the atrium, where 12 blue-carpeted columns held small television sets thumping with the sound of invaders. By 11 a.m., most of the attention was on Tetro, who stood silently at one screen as he shot away, braving the flash of cameras, the glare of

lights, and kibitzers mumbling his score.

"I thought I was done a couple times because the glare of the flashbulbs kept getting in my eyes," said Tetro, wearing a blue T-shirt emblazoned with "I scored with Space Invaders." "Then I'd find myself bored, my legs were tired after an hour, and I just wanted it to end."

Tetro, who attends Lakeland High School in Westchester, first got hooked on the game two years ago when his aunt gave him one as a Confirmation present. He played casually until a few months ago, when he entered a video-store contest in Westchester County. The store owner told him to go home after he'd been shooting invaders for 4½ hours consecutively. He went home the winner.

"Frank has a natural ability at this. It takes skill and strategy and endurance. He's scored 276,000 points at home," said his mother, Maryanne, who stood under a nearby escalator as she intently watched him play. "But he's very shy about his talents. He's a good student, and he takes care of his brother and sister each day after school while his father [a New York policeman] and I work. I just hope he wins. He deserves it."

Margie Early trekked in from Montclair early yesterday morning with her son, Kiefe, 13. She waited in line for a few hours and left her son to the invaders.

"He came by and told me he didn't score too well so he was getting back in line. That was an hour ago," said Mrs. Early, who works in the Hackensack Post Office. "I haven't seen him since."

Things were going better for Richard Frobo-silo, 34, of Sayreville. He knew where his boys, Michael and Charles, were: alongside him, playing. Charles, 12, was doing pretty well, too, totaling more than 26,000 points, good enough for a spot in the top 10 by noon. Michael, 6, only lasted a few minutes and a few hundred points. Frobo-silo had no comment on his own score.

"Actually, it's the playing that counts. We had a good day of it: coming, watching others play, and having some fun ourselves," Frobo-silo said. "That alone is worth it."

Yorktown teen 'Invader' champion

YORKTOWN — Fourteen-year-old Frank Tetro, of Gomer Street, Yorktown, shot down 110,135 invaders from outer space Saturday, winning \$150 for his hour-and-45-minute effort and the honor of being the greatest alien shooter in the region. Monday he will attempt to become the greatest alien shooter in the country.

Competing at the regional competition of the video game "Space Invaders," held yesterday at Citicorp Center in New York City, Tetro bettered the scores of about 2,400 other contestants to become the New York regional champion. Tomorrow, he will pit his skills against the regional champions from San Jose, Los Angeles, Dallas and Chicago at the national competition of Space Invaders to be held at Warner Communications, 75 Rockefeller Plaza, New York.

The most popular of the new home video games, Space Invaders is marketed by Atari, Inc., of Sunnyvale, California, which is also sponsoring the competitions. The game itself is manufactured by Taito, Ltd., of Japan, but the video craze it has capitalized on was started by Atari in 1972 with the original "Pong" computerized video ping pong game so common in arcades, cocktail lounges and, most recently, home television sets.

A game of timing, strategy and unless you own the home game, a certain amount of loose change, Space Invaders pits the player against a video screen on which are projected descending lines of "invaders", little creatures which drop "bombs" as they

descend to the increasing cadence of a throbbing heartbeat. The player tries to shoot down the invaders while avoiding the bombs. Some protection is afforded the player, represented by a "base" at the bottom of the screen from which laser beams can be fired. The base from which the laser shoots can move side to side to duck under protective barriers, which are continually chipped away by the aliens' "bombs".

Tetro, who said he has played Space Invaders for only one year, currently has the highest score of any of the regional winners. The second place finisher in the New York contest had a score of 91,000, which itself is better than the 84,000 score which

won the Los Angeles contest and which, until Tetro's feat, was the best of all the winning regional scores.

Asked if his laser trigger finger was ready for the bigtime, Tetro told The Star, "I don't know about winning first — I'm going to practice like crazy." He said he heard that the Los Angeles winner was boasting that he had practiced to the point where he could play for over four hours without getting "bombed", racking up scores in the range of 400,000. "I was told it was probably all talk though," he said. "I hope that's all it is."

The national champion will take home an "Asteroids" table-top video game, which Atari says is worth about

\$2,000. Second place finisher will win an Atari 800 personal computer worth about \$1,000, with third place winning a \$500 shopping spree. Fourth and fifth place winners will win a video game cartridge of their choice, enabling them to play any of Atari's games on the home Atari video game.

And what is Tetro doing now that he is the best alien zapper in the state, and unofficially the best in the country? "I'm practicing right now," he said.

And if you think Tetro is the possible champion of some minor fad you're wrong. Space Invaders is spreading across the world. In Japan, where the game began, Katsuhiko Sakata, 35, an unemployed laborer was

arrested for 153 robberies which netted him \$80,000. Why did he need the money? To play Space Invaders, he said.



NEW YORK, N.Y.
NEWS
D. 1,824,836—S. 2,656,981
NEW YORK CITY METROPOLITAN AREA

SEP 13 1980

MARK ANDREWS

AUDIO

Some short takes on video

WHEN A NEW VIDEOGAME called Space Invaders hit Tokyo, the Bank of Japan had to triple its output of 100-yen pieces (Japanese quarters) to meet the demands of the game's fans. Now the Space Invaders craze has overtaken this country, and Atari, the manufacturer, is holding contests across the U.S. to find a national champion. Preliminaries began Aug. 16 in San Jose, Cal., more are scheduled in other cities, and the national championship will be held in New York's Citicorp Center early in November. More than 1,000 contestants showed up in San Jose, and no one can predict how many thousands there will be when the contest reaches New York.

Video will abound at the Hi Fi Stereo Music Show Oct. 3 to 8 at the New York Statler Hotel. Both Pioneer and Advent will be showing off their new optical videodisc systems, and Atari will introduce two new personal computers that can do a lot more than play games. JVC will also be there with a complete audio-video home entertainment system, and shots of the crowds will be piped in via closed-circuit TV.

How fancy can you get? New York's new super-luxury Helmsley Palace Hotel, where rooms and suites rent for \$120 to \$1,600 a day, has custom-designed TV sets in its 1,100 rooms and suites. The 25-inch color sets, made to order by Zenith, have a brushed brass finish that complements other accessories in the rooms. They also have remote control, so you can watch them from the comfort of your bed. "As far as we know," said Joseph Stephano of

Zenith, "this is the largest single order for a hotel-motel TV model in history—1,100 sets." And, oh, yes, the rooms at the Plaza also have something else that hotel rooms so often lack these days—radios.

Most low-priced projection TV systems—the kind with lenses that hook up to standard TV sets—project fuzzy, shadowy images that are noticeably duller than those on a conventional screen. Not so with Ultravision, a new product being billed as the first high-quality projection TV system priced at less than \$500. Ultravision has two parts: a very fast (f/1.2) three-element lens that will fit on any 12 to 15-inch set, and a highly reflective, washable high-gain screen. I saw a preview of Ultravision at a recent trade show, and was astounded by the exceptional brightness and clarity of the projected image. The system is now available at stores across the nation, including Audio Heights of Brooklyn, and Summit, N.J. The F&F company, which manufactures Ultravision, is in Philadelphia.

Sony says it has received "many inquiries from many companies" about its experimental new "Video Movie" unit, a color video camera and a miniature videocassette recorder built into a single chassis. The system weighs just 4.4 pounds, is no larger than a conventional 8mm movie camera, and would seem to have incredible marketing potential. But Sony says it won't be able to start mass-producing the unit until a standard format for ultraminiature video recording has been agreed upon. So public demonstrations of the device have not yet been scheduled...



NEW ROCHELLE, N.Y.
STANDARD-STAR
D. 15,911—S. 12,124
NEW YORK CITY METROPOLITAN AREA

NOV 11 1980

Area youth scores third in star war

By JOHN O'NEIL
Staff Writer

For two hours the strange beasts came crawling at Frank Tetro Jr. Undaunted, the 14-year-old Yorktown youth slaughtered them by the thousands, proving he was among the greatest warriors in the land.

The battle may have been imaginary, but the competition Monday morning at Citicorp Center in Manhattan was not, as five finalists from a pack of almost 10,000 video game devotees faced off for the last round of the first "Space Invaders" national tournament.

Tetro, of Gomer Street in Yorktown Heights and the youngest finalist, won third place with a score of 133,130, placing behind the entrants from Los Angeles and San Francisco.

"It was my best round ever," the curly-haired Lakeland High School student said Monday night. "I really think I could've won if they hadn't changed the rules."

Still, as Frank's proud parents and a constant flood of phone calls from relatives and neighbors let him know, it wasn't too bad for a kid who has been playing "Space Invaders" for less than a year.

In "Space Invaders," which was imported two years from Japan by Atari Inc., the contest sponsor, players defend three missile-firing "laser bases" from the inexorable march of orange and purple aliens across a video screen. "Invaders" is one of the most popular of the video games which have made thousands of teen-agers virtual video junkies in recent years. The gradually mounting tempo of the aliens' march has become normal background noise in bars and amusement arcades.

Just how popular the game has become was shown Saturday as more than 4,000 hopefuls showed up at the Citicorp center for the Northeastern regional competition. The contest was open to anyone who owned an Atari home computer or cassette game set.

"When I saw how long the line was I thought I didn't have a chance," said Tetro, but his score of 110,125 was almost 20,000 points ahead of the competition.

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Please turn to SPACE
on back page of this section



YONKERS, N.Y.
HERALD STATESMAN
D. 35.225—S. 38.319
NEW YORK CITY METROPOLITAN AREA

NOV 11 1980

Yorktown 'warrior' kills thousands

By JOHN O'NEIL
Staff Writer

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Tetro's strategy was based on a discovery by the friend who introduced him to the game, Jay Spielvogel, also of Yorktown.

"The purple guys only come out when more than eight aliens are left on the screen. They're worth 60 points," Tetro explained.

Rather than blaze away in an attempt to kill as many aliens as quickly as possible, Tetro would cautiously lure the more valuable "purple guys" onto the screen. At the end of two hours, he was still on the first of his three laser bases. The winner from Los Angeles, a less methodical player, was down to his last base.

"He was just an all-around snot," Tetro said. "None of us liked him."

All in all, Tetro was pleased with the outcome.

Atari put him and his mom up in the Barclay Hotel for two days, treated him to meals in "fancy restaurants," and Tetro will soon receive his prize of an Atari 400 personal computer.

"I hear I'm kind of a hero or something in school today," he said with a grin.

Though he says he is "gonna lay off for a while," Tetro was down in his family's den Monday evening, watching the aliens, and showing how effortlessly the alien aliens could be dispatched.



NYACK, N.Y.
ROCKLAND JOURNAL-NEWS
D 46,890—S 39,222
NEW YORK CITY METROPOLITAN AREA

NOV 11 1980

Teen protects Earth from 'Space Invaders'

By JOHN O'NEIL
Staff Writer

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Tetro spent Sunday in serious practice. Since Tetro, who wants to be a computer operator or a pediatrician, got an Atari home set for a Confirmation gift in May, he had logged many hours at "Space Invaders." But in recent weeks he had slacked off to play his new favorites, like "Surround."

He still thinks he should have won. Instead of the traditional battle until the death of the last laser base, the Atari official officials surprised the finalist by setting a two-hour time limit, which ran counter to Tetro's style of play.

Tetro's strategy was based on a discovery by the friend who introduced him to the game, Jay Spielvogel, also of Yorktown.

"The purple guys only come out when more than eight aliens are left on the screen. They're worth 60 points," Tetro explained.

Rather than blaze away in an attempt to kill as many aliens as quickly as possible, Tetro would cautiously lure the more valuable "purple guys" onto the screen. At the end of two hours, he was still on the first of his three laser bases. The winner from Los Angeles, a less methodical player, was down to his last base.

"He was just an all-around snot," Tetro said. "None of us liked him."

All in all, Tetro was pleased with the outcome.

Atari put him and his mom up in the Barclay Hotel for two days, treated him to meals in "fancy restaurants," and Tetro will soon receive his prize of an Atari 400 personal computer.

"I hear I'm kind of a hero or something in school today," he said with a grin.

Though he says he is "gonna lay off for a while," Tetro was down in his family's den Monday evening, watching the screen, and showing how effortlessly the field of aliens could be dispatched.

Space Invaders Superbowl in New York

Video game buffs 'invade' New York

NEW YORK (UPI) — Racking up a couple of thousand points at the corner bar playing the video game sensation Space Invaders isn't bad, but the score wouldn't stand a chance in the National Space Invaders Superbowl.

Atari, Inc., the American marketer of the home video version of the Japanese game, is running a National Space Invaders championship.

Thousands of button-pushing, electronic game enthusiasts around the country have flocked to enter the contest — some travelling hundreds of miles to participate. And some of the scores they got in the regional eliminations were just out of this world.

Frank Tetro, 14, of Yorktown Heights, N.Y., notched an incredible 110,125 points in a game lasting more than an hour this weekend to win the New York regional competition and give him the highest score so far in the contest. He goes on to vie Monday in New York against four other regional winners from contests in San Jose, Calif., Los Angeles, Dallas and Chicago for the Superbowl Space Invaders Crown.

Space Invaders, a video game in which the player must zap ever-advancing alien space ships while dodging their photon torpedoes and hiding behind laser bases, was first introduced in Japan in 1978. It caused an immediate sensation and the Bank of Japan had to triple its production of 100-yen pieces — the coin used for the game in pinball arcades — just to meet the demands of Space Invader-crazed players. One Japanese man poured \$80,000 into the machines.

Atari spokeswoman Ginny Juhnke said the company announced the contest through mailings and posters, but the response "still is not to be believed."

One thousand competitors each played in the four regional contests and as many as 4,000 lined up to play in New York's competition at a shopping mall, she said.

"I've heard of a guy who said he had an \$80-a-night habit," Ms. Juhnke said. "There's lots of people really addicted to the game. It's really fun."

The five regional winners netted \$150 each plus an all-expense paid plane trip to the finals if they needed it. The winner of the Monday championship will receive a \$2,000 table video game, the second place finisher will receive a \$1,000 home computer and the third place winner will receive a \$500 check.



STROUDSBURG, PA.
POCONO RECORD
D. 18,528 S. 17,176

NOV 10 1980



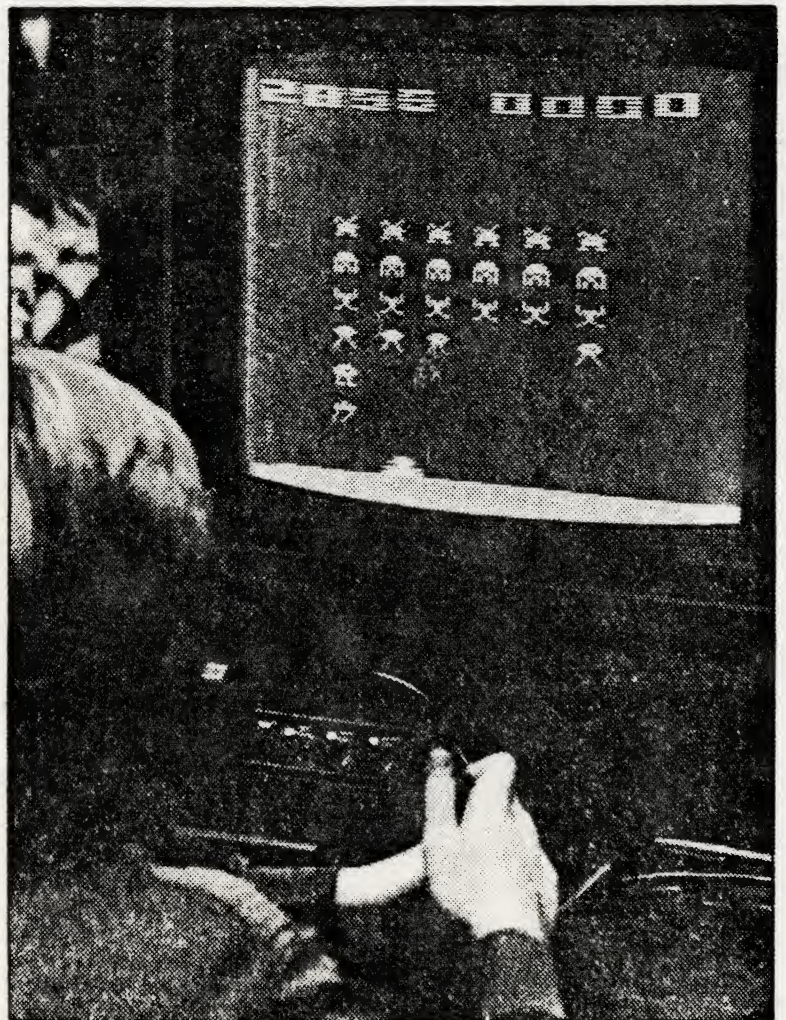
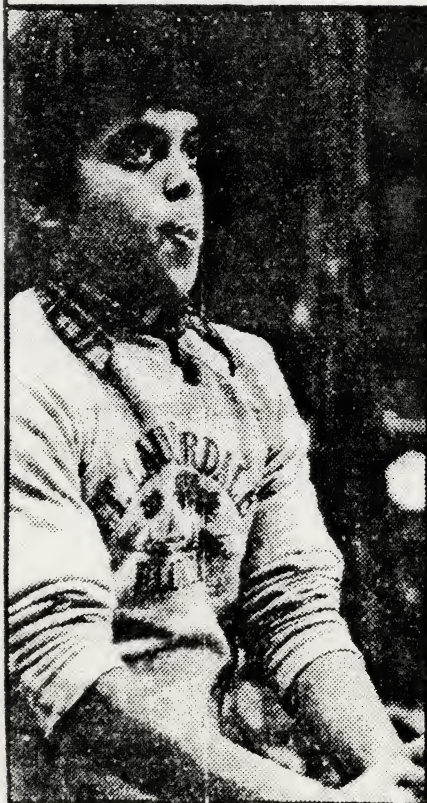
United Press International

NXP2025425-11/9/80-NEW YORK: General view of the regional competition at the National Space Invaders championship 11/8. Atari, Inc., the American marketer of the home video version of the Japanese game, is running the event. Thousands of button-pushing, electronic game enthusiasts around the country have flocked to enter the contest-some travelling hundreds of miles to participate. UPI tfs/Maurice Maurel





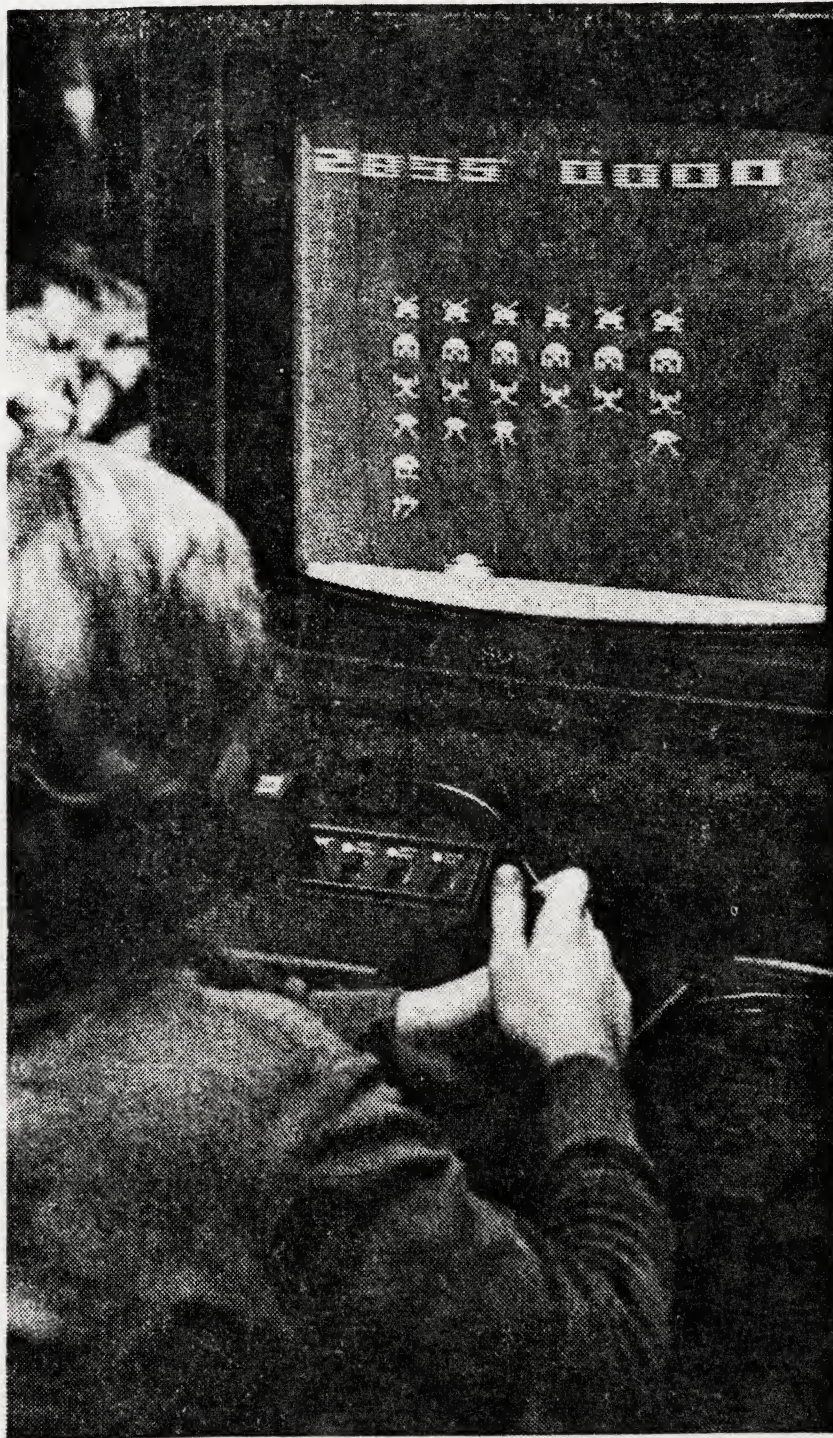
Clenched fists nervously grasped the laser canon controls as armies of attacking space creatures relentlessly marched across video screens. Four thousand fans of the Space Invaders game lined up yesterday at Manhattan's Citicorp Center to do battle on the electronic games.





NEW YORK, N.Y.
TIMES
D. 841,890—S. 1,403,077
NEW YORK CITY METROPOLITAN AREA

NOV 9 1980



The New York Times / Paul Hosefros

Alan Kravitz at the console of the "Space Invader" game yesterday during competitions at Manhattan's Citicorp Center.



JASPER, IND.
HERALD
D. 10,775

NOV 10 1970



Fun and games

Regional competition of the National Space Invaders championships was held this weekend in New York. Atari, Inc., the American marketer of the home video version of the Japanese game, ran

the event. Thousands of button-pushing, electronic game enthusiasts from around the country flocked to enter the contest, some of them travelling hundreds of miles to compete.

(UPI Photo)



Newsday Photo by Dan Neville

Hiatrides plays his father's Space Invaders game at home in Huntington Station

ACHIEVERS:

A victory in the video wars

It was boredom, really, that led Mark Hiatrides to the game of war. Laid up with a broken leg since June, he turned to the amusement of bomb targets, strategic victories and general mayhem.

He got pretty good at it, and when the conflagration ended Saturday in Manhattan, Hiatrides had placed third out of more than 3,500 contestants in the Atari National Video Game Competition regional tournament.

Yesterday's tournament was built around Space Invaders, a relatively harmless-looking electronic game that has seized the imagination and free time of thousands of Americans, mostly young. Margaret Torme, a spokeswoman for Atari, the Japanese company that sponsored the competition, said young people "become absolutely addicted to" Space Invaders. "For some reason, more Long Islanders have these games at home than any other area in the metropolitan region," she said. Cartridges that allow the game to be played on a home video screen cost about \$30.

Hiatrides, 21, moved back to his parents' Huntington Station home in June after the car accident that broke his leg. He began playing his father's video game at the beginning of a long, boring summer, and when a

letter from Atari inviting home-game owners to enter its competition arrived little more than a week ago, Hiatrides settled down to serious practice at shooting down the game's hordes of attacking enemy.

"I only started playing about six months ago, and until a week before the competition I always played on the less difficult setting of the game," Hiatrides said yesterday at home. "I was a bit surprised that I did as well as I did."

Hiatrides was in second place, with a score of 56,645, until the end, when Allan Kravitz, 13, of Brooklyn, ran up 92,000 points. The first-place winner, 14-year-old Frank Tetro of Yorktown Heights, scored 110,125, the highest recorded total in the United States. Frank is to compete for the national championship today at Rockefeller Center against regional winners from around the country.

Hiatrides said he drove into the city with his parents for the competition because "it was fun and it didn't cost anything. I thought we'd go in and get a T-shirt and get out of there." But Hiatrides got a \$50 prize in addition to his T-shirt, and took his parents to lunch. "Lunch was \$40," he said, "and a couple of drinks was another 10 bucks. So in the end, I broke about even." —Laura Durkin

Space Invaders tourney gains broad media attention



Atari's National Space Invader Champion was crowned in New York following a grueling competition among five regional finalists. Atari v-p marketing Bill Grubb fields questions with the champ, 16-year-old Bill Heinman of L.A.

CHICAGO REGIONAL

OCT 15 1980



1984 Atari Space Invaders face 'attack' in Woodfield contest

Space Invaders—the little creatures from the video game craze that is sweeping the nation—come to Woodfield on Saturday, October 25.

From 10 a.m. to 3 p.m., Woodfield visitors can take part in a national competition to determine the highest scoring player in the country.

The Woodfield competition is one of four regional contests sponsored by Atari, marketer of the home video game. More than 1,000 participants of all ages are expected to compete for cash prizes and a chance to enter the national finals in New York on November 10.

Prizes are awarded to the highest scoring players at the contest, with the remaining

seven players in the top 10 receiving an Atari game cartridge of their choice.

The first prize is \$150 and an expense-paid trip to the finals in New York. Second place prize is \$100, and third-place prize is \$50. All participants who score 15,000 or more receive a Space Invaders T-shirt.

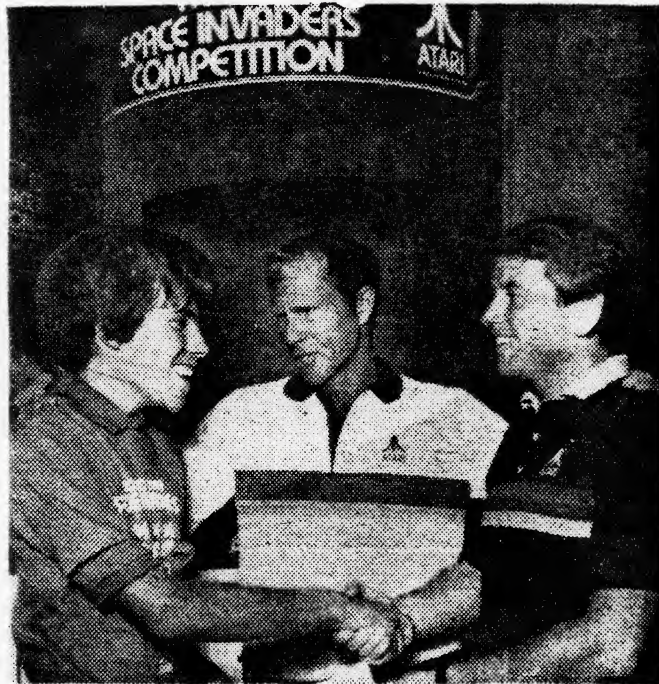
Contestants should pre-register by sending in an entry form or calling Atari at 800-538-8547. Registration forms can be obtained in advance at these Woodfield stores: J.C. Penney, Sears Roebuck and Schaak Electronics. Registration also is held in the Mall on the day of the contest.

Chicago Boys Club members assist with the competition.



Atari players shoot down the Space Invaders

Chicago Sun-Times, Monday, October 27, 1980



Top space-invader shooter

Steve Martmel (left), 15, of Lincolnwood, is congratulated by Bill Grubb (right) and Phil Quigley of the Atari video games company after "shooting" 76,220 "aliens" to win the Chicago Regional Space Invaders Video game competition at the Woodfield Mall in Schaumburg. He will represent the region in national competition Nov. 10 in New York.

Space Invaders advancing

Kerner Voice - 10/29/80

By BRENDA BORN
Staff Writer

SCHAUMBURG — Woodfield Shopping Mall was overrun with Space Invaders.

The electronic game by Atari is the most popular of all home electronic games — as well as standard games in pinball parlors.

Designed by Account Executive Mark Bradlee and being promoted in competitions throughout the country, the game was played by more than 5,000 contestants last Saturday.

The screen fills with motley, luminous creatures with moving arms and legs. The player is defending a space

base from the invaders who both advance and shoot.

And as each row gets electronically demolished, the player gets more and more points. Every so often, a blobby-looking creature scoots across the top of the screen. When he gets bumped off, the player gets more points and an ear-rattling siren goes off.

You never win. Not really. You only have three bases per game, three strikes; you're out. When the screen is void of creatures, another one pops into place and advances.

I didn't do so well. I shot 224 and 339 worth of invaders, respectively. Winners were mainly those who had the home video version and practiced rel-

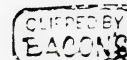
giously on it. Some had the thing figured out mathematically

I WATCHED a youth play a mean, but low-key game. He waited for the overhead monster to scoot across. As the other rows advanced, I fought off the urge to back-seat drive, "Shoot, shoot, they're coming to get you!" He'd wait for them to almost overrun the base — that's the other way you go in this — and then he'd pick them off, blast, blast, blast.

The quarter-a-game version I'm used to is not so versatile as these — there are 112 versions, including invisible monsters who only light up when you hit them.

IL-D2 ARLINGTON HEIGHTS HERALD
(7/12,22)

OCT 21 1980



1984 National 'Space Invader' tilt set

Players of the "Space Invaders" video game will have their chance to shine Saturday in a national contest at Woodfield Mall.

The game, in which a player tries to destroy ever-advancing columns of "aliens" before they reach earth, began in Japan but has become increasingly popular in the United States in recent years. Atari, a video computer company that is now selling home video versions of the game, is sponsoring the competition, which will culminate with a national showdown in New York City in November.

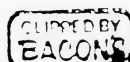
The Chicago competition at Woodfield is the last of four regional contests, the winners of which will meet in New York to determine the nation's most skilled practitioner of Space Invaders.

The contest will run from 10 a.m. to 3 p.m. Saturday, with the winner receiving \$150 and an expense-paid trip to the finals in New York. The runner-up will get \$100, with \$50 going to the third place finisher.

All Chicago area residents, regardless of age, are invited to attend. Registration forms are available from retailers at Woodfield or from the Chicago Boy's Club office at 304 W. Randolph St., Chicago.

IL-DTS ROLLING MEADOWS HERALD
(M) 2.900

OCT 22 1980



¹⁹⁸⁴ 'Space Invader' fans can blast way to fame

Players of the "Space Invaders" video game will have their chance to shine Saturday in a national contest at Woodfield Mall.

The game, in which a player tries to destroy ever-advancing columns of "aliens" before they reach earth, began in Japan but has become increasingly popular in the United States in recent years. Atari, a video computer company that is now selling home video versions of the game, is sponsoring the competition, which will culminate

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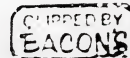
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All Chicago area residents, regardless of age, are invited to attend. Registration forms are available from retailers at Woodfield or from the Chicago Boy's Club office at 304 W. Randolph St., Chicago. //

IL-D64 PALATINE HERALD
(77,0,000)

OCT 20 1980



¹⁹⁸⁴ 'Space Invader' fans get chance to blast to fame

Players of the "Space Invaders" video game will have their chance to shine Saturday in a national contest at Woodfield Mall.

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ARLINGTON HEIGHTS, ILL.
HERALD

D. 12.582—S 62.000
CHICAGO METROPOLITAN AREA

OCT 15 1980

Atari Space Invaders face 'attack' in Woodfield contest

Space Invaders—the little creatures from the video game craze that is sweeping the nation—come to Woodfield on Saturday, October 25.

From 10 a.m. to 3 p.m., Woodfield visitors can take part in a national competition to determine the highest scoring player in the country.

The Woodfield competition is one of four regional contests sponsored by Atari, marketer of the home video game. More than 1,000 participants of all ages are expected to compete for cash prizes and a chance to enter the national finals in New York on November 10.

Cash prizes are awarded to the three highest scoring players at Woodfield, with the remaining

seven players in the top 10 receiving an Atari game cartridge of their choice.

The first prize is \$150 and an expense-paid trip to the finals in New York. Second place prize is \$100, and third-place prize is \$50. All participants who score 15,000 or more receive a Space Invaders T-shirt.

Contestants should pre-register by sending in an entry form or calling Atari at 800-538-8547. Registration forms can be obtained in advance at these Woodfield stores: J.C. Penney, Sears Roebuck and Schaak Electronics. Registration also is held in the Mall on the day of the contest.

Chicago Boys Club members assist with the competition.

Agenda

Record/Banner/Township Times, Wednesday, October 22, 1980 7

Space Invaders contest at Woodfield

SCHAUMBURG — Atari, marketer of the home video game is sponsoring a Space Invaders national competition Saturday at Woodfield shopping center from 10 a.m. to 3 p.m.

Cash prizes will be awarded to the three highest scoring players, 11 participants who score 1,500 or more receive a Space Invaders T-Shirt.

Registration forms can be obtained at J.C. Penney, Sears Roebuck and Schaak Electronics in the shopping center. Registration will also be held in the mall on the day of the contest.

Daily Herald 10-23-80

Space Invaders regional contest Saturday at Woodfield

SPACE INVADERS are coming to Saturday at Woodfield Mall in Chicago. Schaumburg.

The first national Space Invaders video game competition, to determine the highest scoring player in the country, will take place on a regional level 10 a.m. - 3 p.m. Atari, Inc., the California-based marketer of the game, is sponsoring regional competitions in San Jose, Los

Angeles, Dallas, New York City, and Chicago.

Cash prizes will be awarded to the three highest scoring participants in the Chicago competition, with the remaining seven players in the top 10 receiving an Atari

game cartridge. First-place prize is \$150 and an expense-paid trip to the national finals in New York.

EACH REGIONAL competition is open to area residents of all ages.

IL-D42 HOFFMAN ESTATES/
SCHAUMBERG HERALD
(M) 6,700

OCT 23 1980



1984

'Space Invaders' contest set

Players of the video game called "Space Invaders" will have their chance to shine Saturday in a national contest at Woodfield Mall.

The game, in which a player tries to destroy ever-advancing columns of "aliens" before they reach earth, began in Japan but has become increasingly popular in the United States in recent years. Atari, a video computer company that is now selling home video versions of the game, is sponsoring the competition, which will culminate with a national showdown in New York City in November.

The Chicago competition at Woodfield is the last of four regional contests, the winners of which will meet in New York to determine the nation's most skilled practitioner of Space Invaders.

The contest will run from 10 a.m. to 3 p.m. Saturday, with the winner receiving \$150 and an expense-paid trip to the finals in New York. The runner-up will get \$100, with \$50 going to the third-place winner.

All Chicago area residents, regardless of age, are invited to attend. Registration forms are available from retailers at Woodfield or from the Chicago Boy's Club office at 304 W. Randolph St., Chicago. //



ARLINGTON HEIGHTS, ILL.
HERALD
D 12.582—S. 62.000
CHICAGO METROPOLITAN AREA

OCT 24 1980

THINGS TO DO

Et Cetera

ATARI VIDEO GAME COMPETITION,
Woodfield Shopping Center, Schaumburg; 10 a.m. to 3 p.m. Saturday. 882-1537.

CHICAGO'S VIDEO wizards can test their skills at the Space Invaders Video Game Regional Contest, running from 10 a.m. to 3 p.m. Saturday at Woodfield Mall, Golf Road and Ill. Hwy. 53, Schaumburg.

The top three scorers will receive cash prizes, and the champion will receive an expense paid trip to the Space Invader finals in New York; participants who score 1,500 points or more will walk away with a Space Invaders T-shirt.

Admission is free, and registration will be taken at the mall the day of the contest; for details, phone 882-1537.

● The annual Suspenseful Saturday at the Society will begin at 1 p.m. at the Chicago Historical Society, Clark Street at North Avenue. The event will begin with a reading of ghost stories and supernatural tales dating from the pioneer era.

After the bone-chilling stories, "The Bride of Frankenstein" will be shown at 2 p.m. in the museum's auditorium. The ghoulish yarn stars Boris Karloff and Elsa Lanchester.

Both Suspenseful Saturday programs are free with admission to the museum, which is \$1 adults, 50 cents children age 6 through 17, 25 cents senior citizens; for details, phone 642-4600.

Invaders to land in Woodfield

Space invaders — little creatures from an electronic video game — will come to Woodfield mall in Schaumburg this Saturday.

In the game Space Invaders, descending rows of video characters march across the television screen and players try to bump them off. The game was introduced in Japan in 1978. Two years later, the coin-operated version was placed in American arcades.

The Woodfield competition, from 10 a.m. to 3 p.m., is one of four regional contests sponsored by Atari, marketer of the home video game. More than 1,000 participants of all ages are expected to compete for cash prizes and a chance to enter the national finals in New York on Nov. 10.

Cash prizes will be awarded to the three highest-scoring players at Woodfield, with the remaining seven players in the top ten receiving an Atari game cartridge of their choice.

The first prize is \$150 and an expense-paid trip to the finals in New York. Second-place prize is \$100, and third place is \$50.

DALLAS REGIONAL

Alien concept prevails

SUNDAY OCT. 19
DALLAS NEWS

By BRAD BAILEY

Thump... thump... thump...
Thump! Thump! Thump!
THUMP! THUMP! THUMP!

The ever-vigilant mayor pro tem of Farmers Branch gazed intently into his video monitor, seeing what he expected to see.

Down out of the abysmal darkness marched a legion of bizarre creatures from outer space — strange aliens who have no compassion for wives, kids, dogs; the unutterably foreign, chillingly dispassionate enemies of hot dogs, apple pie and Chevrolet.

At one point Saturday morning, the only thing between "them" and us was John Dodd, manning two measly little missile-launching stations, a sort of 1-man Defense Early Warning line blasting away as furiously as he could to keep not a single one of the detestable things from setting foot on Earth.

Unnervingly, their cold tell-tale, heart-sound thumping continued, reached a crescendo and forced the laser-wielding alderman to make mistakes, to misfire, to miss. Mercilessly they advanced, pounding Dodd's bases to pieces.

Then, one of the vermins' vanguard touched ground, and it was



Dallas Morning News: Carlos Osorio

Bick Fisher participates in the Space Invader tournament.

all over. Mankind was enslaved.

"Durn," said Dodd, grateful it was only a video game.

Like most of the 700-plus video addicts who descended on Valley View Mall Saturday for the Southwest Regional "Space Invader" tournament, Dodd went home with a low score.

He scored 480 points — even fewer than the press. The Watch-dog of Freedom, toothless cur in matters galactic, was able to bite off only 515.

Dodd said he was pleased that

extraterrestrials don't yet have the vote, but, despite the drubbing, he defended the game.

"It's good, friendly competition. It teaches discipline, helps eye-hand coordination, and, besides, I just like to blow bejesus out of the little boogers. It's a good way to blow off steam after a day with a constituent, and it teaches me how to deal with fellow councilmen," said the grinning Dodd, who plays the game at home with the kids.

It also teaches how games are often really won. His daughter,

Angela, showed a score of 675 on her card, but later she admitted she'd fibbed to an official.

"It was more like 35," she said.

If left solely to the Dodds, Farmers Branch would be a smoking crater, Space Invader-wise.

It took a lanky 16-year-old with braces to save the Metropolis.

Thank the Force for folks like Robert Marek, a Jesuit College prep student who after three attempts, came in first with 72,570 points. On his other two strafing runs he

See EARTHLING on Page 46A.

CONT.

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Marek collected a check for \$150 and will go to New York to defend that city from cosmic perverses at the national finals Nov. 10.

He'll take on Earth defense strategists from Chicago, San Jose, Los Angeles and New York. No matter what the outcome, the losers will be aliens.

For a youth who is on the thin red line between Our Way of Life and Darth Vader, he's pretty nonchalant — like all mercenaries. "Way I figure it, I spent about three months with this machine.

"This," he said, holding his check, "works out to about \$50 a month."

THE YOUNG boob-tube gladiator estimates he is at the peak of his fighting prowess and is going to practice only about an hour a day to maintain his edge for the nationals.

Marek will leave behind a rear guard of 2nd- and 3rd-place winners Bick Fisher, 18, of Cleburne and Rob Morris, 13, of Irving.

What they'll be protecting, apparently, is a city fast filling with electronic gamesmen.

Atari's complex of TVs was only moderately crowded, compared to the Aladdin's Castle Arcade next door, where Space Invader tourney participants registered and where video junkies send countless young quarters to untimely deaths in the maws of coin-gobbling video machines.

With about 50 quarters spread out on top of the machine, a middle-aged man at a "Missile Command" knocked from war-torn skies the video missiles, satellites, jets and bombs attempting to annihilate his six cities — and then snarled at some innocent person standing too close to him and interrupted his communion with computer.

A 13-YEAR-OLD cussed over a "Rip-Off" machine as he blasted away at spaceships trying to steal his cargo. "That sucker got my fuel tanks," he blurted, genuinely incensed.

A youth hunched over a "Tail Gunner" machine dispatched to digital oblivion the fighters gaining on his bomber.

Similar bloodless murders occur in Galaxian, Space Wars, Space Invaders, Asteroids and countless other electronic games in arcades and convenience stores. That is the attraction: "They" get obliterated when you get them, and when they get you, you've only lost a quarter.

Whether it is good or bad, the ultimate in electronics is a reality: People will continue to play involved games with computerized television sets.

The good part is that you can play even if you lack someone to play with, even if you are alone, and unloved.

And because of the reality and quiet violence of the machines, some pent-up and possibly dangerous frustration may be released. "When I get mad at my parents," one Space Invader enthusiast said, "I just go blast away at the TV instead."

The bad part may be that to have fun, people just aren't all that necessary any more.

Sunday
October 19, 1980



Dallas Morning News: Carlos Osorio

Bick Fisher participates in the Space Invader tournament.

Alien concept prevails

By BRAD BAILEY

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(cont.)

Earthling to face aliens in New York

Continued from Page 37A.

knocked down scores of 40,000 and 44,000 — meaning he dispatched several thousand of those godless pig-dog heathen electronic blips as they marched down the screen to eat Marek's audiovisual lead.

Marek collected a check for \$150 and will go to New York to defend that city from cosmic perverts at the national finals Nov. 10.

He'll take on Earth defense strategists from Chicago, San Jose, Los Angeles and New York. No matter what the outcome, the losers will be aliens.

For a youth who is on the thin red line between Our Way of Life and Darth Vader, he's pretty nonchalant — like all mercenaries. "Way I figure it, I spent about three months with this machine.

"This," he said, holding his check, "works out to about \$50 a month."

THE YOUNG boob-tube gladiator estimates he is at the peak of his fighting prowess and is going to practice only about an hour a day to maintain his edge for the nationals.

Marek will leave behind a rear guard of 2nd- and 3rd-place winners Bick Fisher, 18, of Cleburne and Rob Morris, 13, of Irving.

What they'll be protecting, apparently, is a city fast filling with electronic gamesmen.

Atari's complex of TVs was only moderately crowded, compared to the Aladdin's Castle Arcade next door, where Space Invader tourney participants registered and where video junkies send countless young quarters to untimely deaths in the maws of coin-gobbling video machines.

With about 50 quarters spread out on top of the machine, a middle-aged man at a "Missile Command" knocked from war-torn skies the video missiles, satellites, jets and bombs attempting to annihilate his six cities — and then snarled at some innocent person standing too close to him and interrupted his communion with computer.

A 13-YEAR-OLD cussed over a "Rip-Off" machine as he blasted away at spaceships trying to steal his cargo. "That sucker got my fuel tanks," he blurted, genuinely incensed.

A youth hunched over a "Tail Gunner" machine dispatched to digital oblivion the fighters gaining on his bomber.

Similar bloodless murders occur in Galaxian, Space Wars, Space Invaders, Asteroids and countless other electronic games in arcades and convenience stores. That is the attraction: "They" get obliterated when you get them, and when they get you, you've only lost a quarter.

Whether it is good or bad, the ultimate in electronics is a reality: People will continue to play involved games with computerized television sets.

The good part is that you can play even if you lack someone to play with, even if you are alone, and unloved.

And because of the reality and quiet violence of the machines, some pent-up and possibly dangerous frustration may be released. "When I get mad at my parents," one Space Invader enthusiast said, "I just go blast away at the TV instead."

The bad part may be that to have fun, people just aren't all that necessary any more.



WACO, TEXAS
Eve. Tribune-Herald
D. 17,000
WACO METROPOLITAN AREA

DEC 9 1980

sidelights

By Chet Burchett
Staff Writer



Space-Age Toys Keep Them Busy

One of the more amusing stories to find its way into the news lately was a piece about a national Space Invaders playoff.

There is this electronic game that has taken the country by storm. It hypnotizes players, sucks up money faster than an ice cream vendor in July and provides absolutely no physical-mental-emotional exercise.

All a player does is blast alien ships on an electronic screen with lasers and attempt to keep them from landing on earth or shooting him out of the sky.

Silly, huh?

Of course it's silly, because everybody knows that invading aliens are not as big a threat to humanity as astro fighters.

Astro fighters are a slightly different version of invading aliens, but the point remains the same: Defend humanity and your pride by shooting down different colored alien spacecraft while building up enough points for a free game.

A small group of otherwise normal men wandered into a local watering hole one evening and began the task of soothing frayed nerves.

electronic games

Atari president pegs growth to home video games

By CHARLES F. HUMBLE
Journal Business Editor

MICHAEL MOONE, the strikingly handsome 34-year-old president of Atari Inc.'s consumer division, already is starting to show effects of a dozen years in the toy manufacturing business.

His dark hair is flecked with wisps of gray. The toy industry wasn't meant for the weak-hearted.

Moone, who previously spent two years with Mattel and nine with Milton Bradley Co. before coming to Atari in 1979, recently was in Portland to help Meier & Frank launch "Atari Week," featuring promotions and mark-downs on Atari products.

"This is our first experience with a promotion like this," Moone said. "We hope to do them around the country with some of the benchmark department stores."

Moone pointed out that while some consumers may not see department store as the best places to purchase big-ticket items like Atari's programmable home video systems, they still offer the service not always available at a mass merchandiser.

Atari has been on the cutting edge of the estimated \$500 million (wholesale) electronics games industry with a 75 percent market share in video games. The



Sunnyvale, Calif., firm also is starting to push its personal computer line.

The electronic games industry can be divided into two main areas: handheld or table-top games and video games. Atari was a pioneer in the video-game area and in 1977 brought out the programmable system.

THE UNITS, which sell for between \$149 and \$199, hook up to a television set. Atari offers 38 different games on plug-in cartridges which sell for between \$20 and \$40.

Atari began in 1972, making coin-operated video games for arcades. Later, it adapted its initial success, Pong, for home use. The company still does about one-third of its sales with arcades.

"The introduction of the programmable system has meant a settling down of the industry," explained Moone. "We are now making refinements of the original concept and introducing new cartridges."

Unlike others in the electronic games industry, Atari is putting almost all its effort into its video system. It canceled two handheld games — Space Invaders and Breakout — which it planned to market this year. In addition, production is being stopped on Touch Me, its first and only handheld game.

At Milton Bradley, Moone managed the division which brought out its highly successful Simon, the front runner of the handheld games. Much has changed since, however. The market is now swamped with handheld games.

AN ATARI executive said the upheavals in the handheld sector "scare us to death." Another predicted the handheld market "is going to come unglued in 1981."

The handheld area is being victimized by the same proliferation of product which flooded the market and killed other good toy ideas in the past. The market is inundated with new entries, with the production of handheld electronic toys up 121 percent this year. Many of them are being churned out by small factories in Hong Kong, based on successful American designs.

Programming is expected to become more important as consumers opt for brand names and distinctive features.

Atari, a subsidiary of Warner Communications Inc., obviously is comfortable in its industry-leading position. "Our strength," said Moone, "has been our ability to see what's happening in the amusement arcades. They have become our customer research. The proof in a game's success is when people step up and deposit their money to play."

WHILE ATARI'S home computer is in its infancy, Moone said he expects it to eventually represent one-third of sales with the arcade business and video systems the other two-thirds.

Though declining to give sales figures, Moone said Atari is headed for a record year with shipments at record levels for the rest of the year. He predicted that the programmable video systems will be a

virtual sell-through by Christmas since supplies have been on an allocation basis since June.

He cited the market for the home video game system as immense, pointing out that there are 75 million households with TV sets and the market penetration for video games is at only 2.5 percent. "Eighteen percent is a more normal penetration for a consumer product like this," he said.

MANAGER PROFILE — The typical upper-echelon mobile manager in American business today is a 47-year-old white male Protestant who is married to his first spouse. He is a college graduate, although neither of his parents was. Employed by an industrial organization, he is based in the East and holds corporate officer rank.

The mobile manager spends 57.5 hours weekly on business. His cash compensation is \$134,500, although he considers challenge and scope of responsibility to be more important than his compensation package.

His work affords him at least above-average pleasure, and he has a high degree of satisfaction with his career progress. He has declined an offer of promotion or a new post with a different employer in the past two years because no increase in challenge was apparent.

The profile is the result of the sixth annual study of corporate executives by Heltrick and Struggles, international executive search firm.

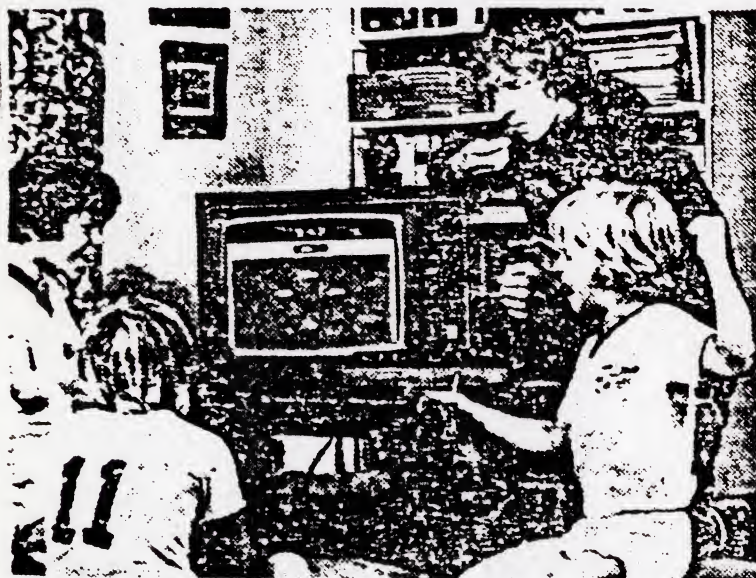


GREENWOOD, S.C.
INDEX-JOURNAL
D.15,577
OCT 30 1980

Forty games for today's video craze

The leading producer of video computer games, Atari Inc., has announced the addition of four new home video games to its current repertoire of 36.

Soccer on your set



EVEN RAINY DAYS can't stop the action in Atari's new Championship Soccer™ game. Championship Soccer, one of four new home video game cartridges introduced by Atari, features the new "scrolling" playing field.

Atari's complete library of games offers a wide variety, including classic thinking games such as chess, strategy games, games of chance, action games and sports games.

Maze Craze™, Video Checkers™, Dodge 'Em™ and a new Championship Soccer™ game represent Atari's latest offerings in home video game technology.

Championship Soccer is the first Atari home game to feature the new "scrolling" playing field. This feature gives the viewers the impression they are hovering above the playing area, following the ball and

teams as they travel up and down the field.

Maze Craze is a multi-faceted action game that challenges two players to race through a maze, each chasing or avoiding "computer foes" which are also traveling through the maze.

Another action game is Dodge 'Em, a driver's game. The player/driver tries to avoid colliding with an oncoming computer car while gaining points for completing laps. However, with each successful lap the game gets harder, with the addition of "smarter" and

more numerous computer cars.

Atari Video Checkers provides the player with nine levels of computer opposition, each one rising in game skills. The player can play traditional checkers, giveaway checkers, or can set the board up any way he wants and start from there.

Programmable video game sales have continued to rise dramatically since their introduction in 1977. Atari's Video Computer System™ retails for \$199.95, with game programs ranging from \$21.95 to \$39.95. Atari sales account for well over half of all sales in this booming industry.



WACO, TEXAS
Morn. Tribune-Herald
D. 33,000 — S. 58,000
WACO METROPOLITAN AREA

DEC 10 1980

SIDELIGHTS

By CHET BURCHETT
Staff Writer



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Astro fighters are a slightly different version of invading aliens, but the point remains the same: Defend humanity and your pride by shooting down different colored alien spacecraft while building up enough points for a free game.

A small group of otherwise normal men wandered into a local watering hole one evening and began the task of soothing frayed nerves.

• Greens, Golds Reign

But perseverance and lots of money reigned, and the green aliens were dispatched.

Next came the gold warships, but they stayed still, and the humans fought their way through the lines like so many charging Ralph Naders in a sea of beaurocratic red tape.

The climax arrived as the Big Red appeared.

Sporting psychedelic weapons and flashing neon, Big Red almost finished off the humans with sheer intimidation.

But Humanity prevailed, and the Big Red alien was shot down in a shower of flashing lights and screaming buzzers.

The Humans sat back, rejoicing in their accomplishment.

Noblitt, who estimated he has put more than \$100 worth of quarters into the machine, snickered at everybody's low scores.

But it didn't matter, because the World was safe, the enemy humbled.

And everyone's wallet was empty.

And somewhere, the manufacturer of the space game was laughing.

Something about "another one born every minute."

• Numbed Minds

But soon the alarm was sounded, and the steady "zing-zitt-beep-eeep-eeep" of the rading aliens brought the juices of human survival to the surface of these men's numbed minds.

Quarters in hand, and led by the reigning king of astro fighters, Mark Noblitt, the men set about to defend the galaxy from a threat worse than summer reruns.

First came the wave of blue fighters. Their numbers were many and their defenses tough, but the humans battled their way through the onslaught, visions of Luke Skywalker and Hans Solo dancing through their heads.

Next came the vicious purple cruisers, a mean lot, costing the humans precious time and energy, not to mention money.

The casualties were heavy among humans and purples alike, but the end finally came and the green aliens appeared.

The Green Peril, as they are affectionately remembered, posed quite a problem. They dodged laser shots very well, but the humans defending democracy had not been as quick dodging the refreshments at hand, and mortal reactions were a bit slow.

• Numbed Minds Respond to Alarm

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• Humans Overcome Greens, Golds

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LOS ANGELES
REGIONAL

TELEVISION

L.A. HERALD EXAMINER

Friday, October 10, 1980/Weekend D41

Julie Salamon of the *Wall Street Journal* began a recent piece with this lively exchange:

"Question: What has little creatures that drop bombs, goes *thump-thump, thump-thump*, eats quarters, and is addicting?

"Answer: Don't bother me now. It's my turn to play *Space Invaders*."

Space Invaders, of course, is the electronic arcade game which was introduced into its home video game line by Atari last January and immediately soared to the top of its best-seller list. If there's a *Space Invaders* addict in your immediate vicinity, you'll be glad or appalled to learn that Atari is sponsoring regional competitions to find the highest-scoring SI player in the country. The first one was held in San Jose in August, where 16-year-old Hing Ng of San Francisco wiped up

the floor with his 64,385 points. And tomorrow morning at 10 a.m., local players get a shot at the title at Topanga Plaza in Canoga Park. The \$1-per-person entry fee goes to the Police Athletic League; first place winner gets \$150 and a trip to the finals in New York; other cash prizes, game cartridges and T-shirts are promised.

25C-11 SOUTHERN CALIFORNIA
RETAILER
MONTHLY 20,400

OCT 1980



1984 Space Invaders Sweeping The Country

SUNNYVALE, CALIF. — Space Invaders, the video game craze that's sweeping the nation, has inspired a

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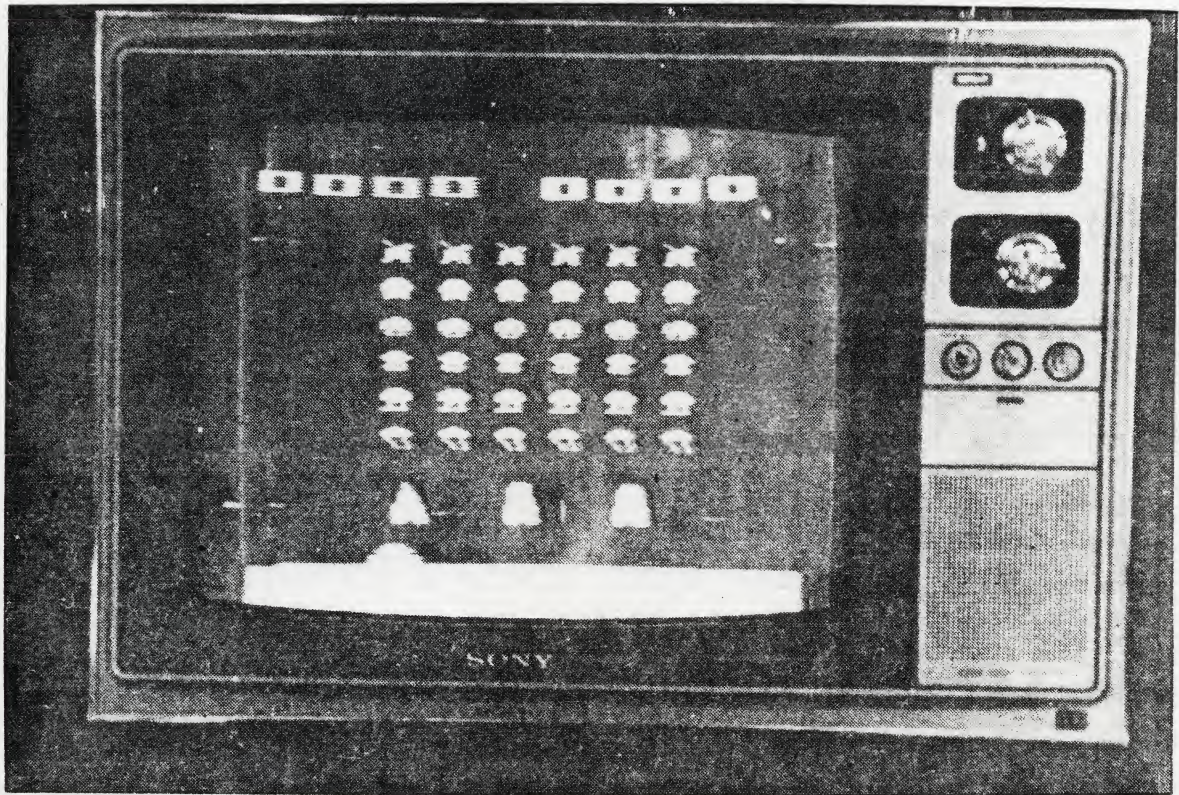
national competition to determine the highest-scoring player in the country. Regional winners from San Jose, Los Angeles, Dallas/Ft. Worth, Chicago and New York City contests will compete in the national finals in New York in November.

Space Invaders lands in Los Angeles on Oct. 11, when Atari, Inc., Sunnyvale, Calif.-based marketer of the game, sponsors its second regional competition. Space Invaders, where a player tries to shoot down ever-advancing columns of aliens before they reach earth, has climbed to incredible levels of popularity. It started first in Japan, later in coin-operated arcades in the U.S. and now in the home video version where it is outselling all other game cartridges, according to its manufacturer. With as many as 112 variations, the game is one of fascination and skill, where the player can feel genuinely involved in real and continuing combat.

The first competition was held Aug. 16 in San Jose, when 1,000 enthusiasts vied for the chance to become the first official Space Invaders champion. Sixteen-year-old Hing Ng of San Francisco captured top honors with a score of 64,385 points. //

BAY AREA
REGIONAL

1,000 battle 'Space Invaders' game



About 1,000 fans of the video game "Space Invaders" invaded Cupertino's Vallco Fashion Park Saturday to see just who is the best at the game in this part of the state.

The occasion was a fund-raiser for the San Jose Police Activities League, and a chance for Atari Inc. of Sunnyvale, manufacturer of "Space Invaders," to get some free publicity.

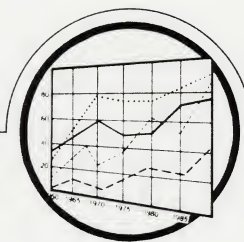
People of all ages showed up to compete on the video screens set up in the center of the mall. Unlike most other video games, "Space Invaders" comes with a throbbing heart beat that increases as the game progresses.

The object is to "kill" the rows of invading aliens with torpedos as they move inexorably toward you. First place and \$150 went to Hing Chung Ng of San Francisco, who scored a remarkable 64,385 points on the "A" level of difficulty.

For the heck of it, Mark Brengman, 19, of San Jose astounded the crowd by battling the video aliens with his bare feet.



industry news



VIDEO CORP. OF AMERICA TO DUPLICATE CASSETTES

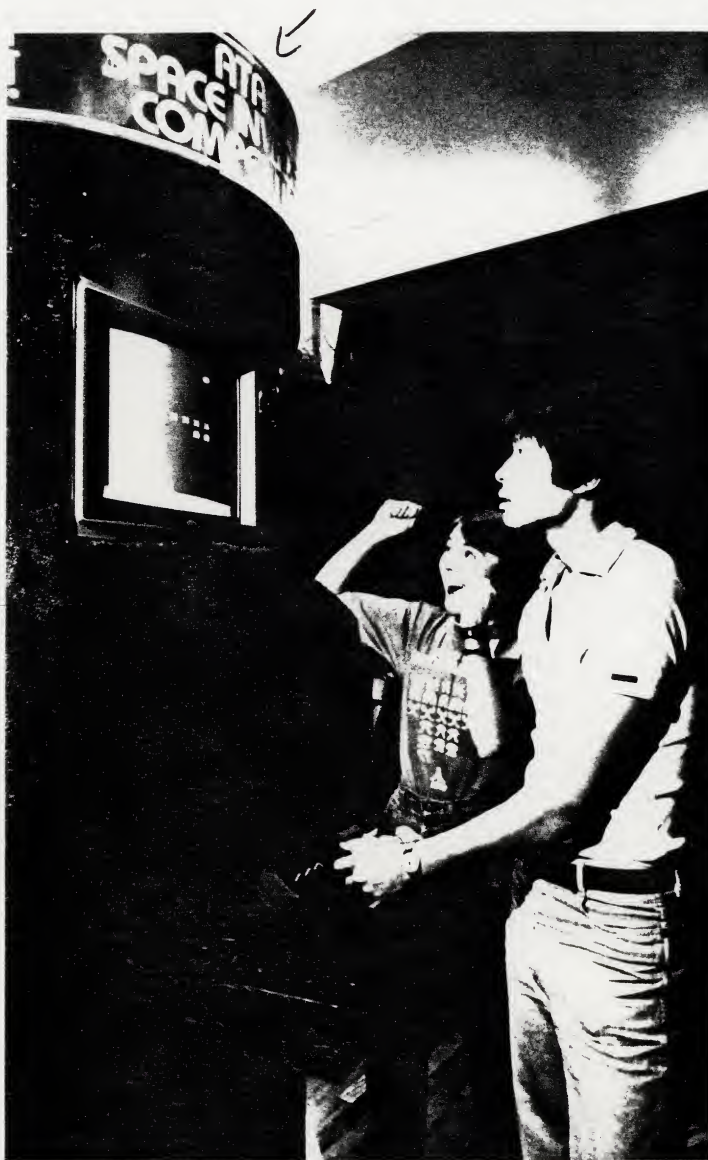
Al Markim, president of Video Corporation of America (VCA), announced that the company has been named as primary videocassette duplicator for the CBS Video Enterprises' CBS/MGM film libraries. The contract was awarded by Cy Leslie, president of CBS Video Enterprises.

VCA operates the largest network of video labs in the United States and handles videocassette duplication for WCI Home Video, CBS Video Enterprises, Walt Disney Home Video, Time-Life Video Club, NFL Films and Vid-America. Under the terms of the CBS contract VCA will also be responsible for all film masters. VCA's Eastern and Midwest labs, S/T and Teletronics Video Services respectively, will coordinate the CBS duplicating.

FIRST SPACE INVADER WINNER

Nearly 800 contestants, and crowds of curious bystanders, were on hand Saturday, August 16, as Hing C. Ng, 16, of San Francisco, California, became the first official Space Invader champion.

Ng won the contest with a high score of 64,385 points during a game lasting 55 minutes and was awarded \$150 and an expense-paid trip to the National Space Invaders Championship to be sponsored by Atari, Inc. in New York, in November. The second place winner, Bill Gotthardt, 15, of Fremont, California, received a check for \$100 for his 64,185 point total, and third place winner, Glenn Gauthier, 15, of Los Altos, California, received a check for \$50 with his point total of 59,095. The contest was held at Vallico Fashion Park shopping



Hing C. Ng, 16, of San Francisco, California, scored 64,385 points in 55 minutes to become the first official Space Invader video game champion.

Ng says he'll be practicing like a true space invader fanatic for Atari's National Competition in New York in November.

center in Cupertino, California.

More than 1000 persons, aged five to 46, preregistered for this first regional Atari sponsored contest which benefited the San Jose Police Activities League (PAL). By 10 a.m., when the contest began, there were more than 400 persons waiting in line for their chance to become the first official Space Invaders champion. The 20 TV monitors did not stop blasting until 5 p.m. when the last contestant finished.

The four additional regional Space Invaders contests will be held in Los Angeles, October 11; Dallas/Fort Worth, October 18; Chicago, October 25; New York, November 8. The national championship is scheduled in New York in November.

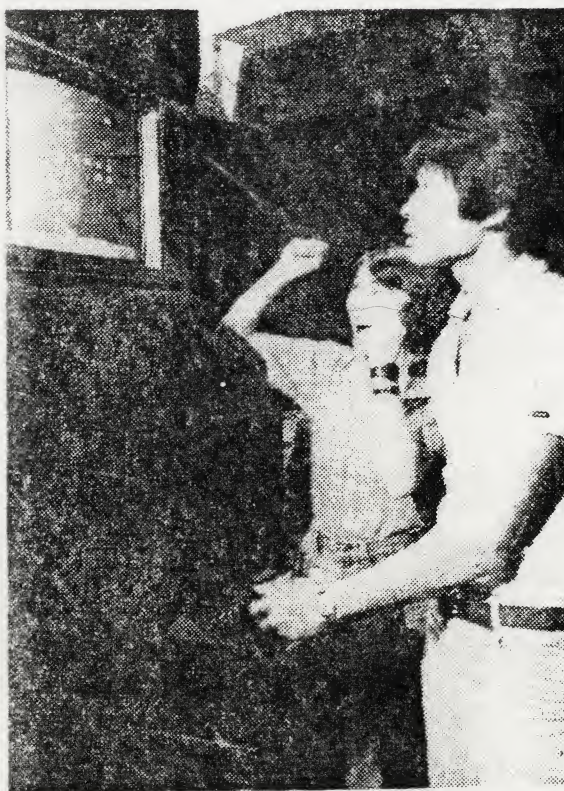


SAN FRANCISCO, CALIF.
PROGRESS (City West Ed.)

W. 193,295

SAN FRANCISCO METROPOLITAN AREA

AUG 27 1980



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LANSDALE, PA.
REPORTER

—D. 19,351—

PHILADELPHIA METROPOLITAN AREA

OCT 27 1980

Space Invaders has arrived

For years, science-fiction writers, movie makers and old-time radio script producers have been creating far-out dramas based on the imagined headline: "U.S. taken over by outer space invaders."

Today the headline is real. And, although the invaders are confined to video game screens, the effects they have had on the population is every bit as unusual as a sci-fi plot.

Space Invaders (trademark of Taito America Corp.), the video game in which a player tries to shoot down ever-advancing columns of aliens before they reach Earth, has climbed

to incredible levels of popularity.

Instant invasion

In 1978, the game was introduced to Japan by Taito Inc. Within one year there were more than 100,000 Space Invaders machines which pulled in more than \$600 million. The Bank of Japan had to triple its production of 100-yen pieces to meet the demand of Space Invaders players.

A "spacey" new fad

This year, Atari Inc. of Sunnyvale, Calif., purchased exclusive rights to market the home video version of Space Invaders in the U.S. The game

cartridge immediately became the fastest-selling of Atari's 36 games for its Video Computer System.

But, the wave was just beginning. Space Invaders T-shirts and bumper stickers appeared on the market, and rapidly sold out. Songs were written about the game. Clubs were formed with formal rankings according to high scores.

When Atari introduced Space Invaders to home video, it added movable shields, zigzag bombs, fast bombs, invisible invaders and one/two player options, bringing 112 variations to the game.

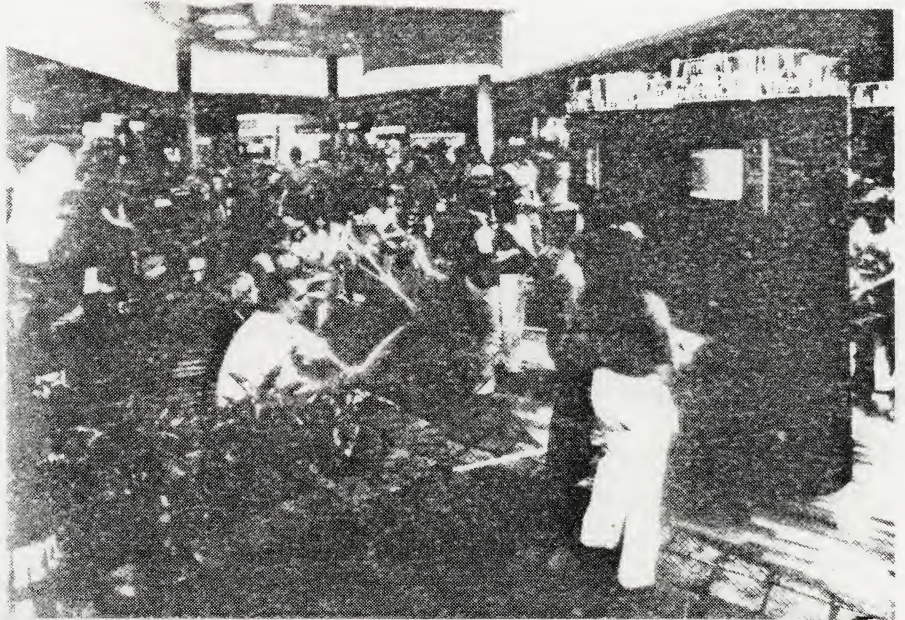
Explanations for the Space Invaders surge vary from the psychological to the technological. Jerry Eimbinder, head of the Electronic Games Study Center in New York, says, "Space Invaders is very easy to learn. A player can feel genuinely involved in real and continuing combat."



ONE OF THE BEST EXAMPLES of the popularity of the electronic games industry is Space Invaders (Trademark of Taito America Corporation), the game in which a player tries to shoot down ever-advancing columns of aliens before they reach earth. The Space Invaders craze has inspired T-shirts, bumper stickers, songs and even clubs with rankings according to high scores. Atari holds exclusive rights to the home video version of Space Invaders. Pictured here are members of Sonoma State University's (Calif.) Space Invaders Club. From left are Butch Hoover, Sue Strader, Dave Smeds, Karen Escalera and George Lewis.



TOY & HOBBY WORLD
NEW YORK, N. Y.
M. 15,000



SPACE INVADER CHAMPIONSHIP: Nearly 800 persons took part in an early round of Atari's Space Invader Championships, held in Valco Fashion Park, Cupertino, Calif. The regional title was won by Hing C. Ng, 16, who scored 64,385 points. The National champ will be crowned in November.



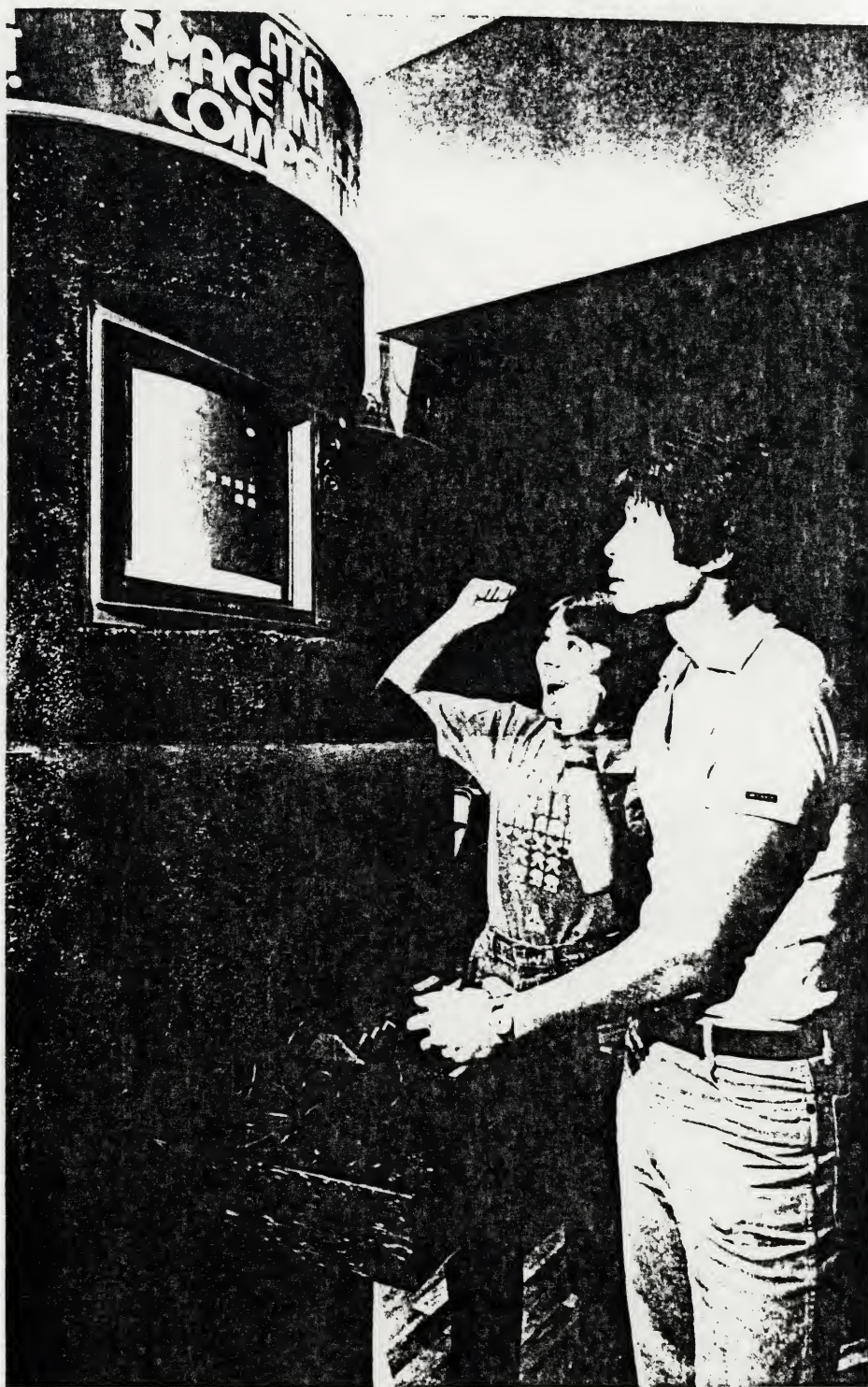
Video Store
Irvine, CA
M. 6,500

OCT 1980

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SEP 1980



¹⁹⁹⁴ **National Champs to Compete In 4th Annual Othello Tourney**

NEW YORK—National champions from 10 countries will compete in the worldwide fourth annual international Othello Tournament, to be held in London.

Sponsored by Gabriel Industries, the tournament will take place October 27-28.

Gabriel expects more than 3,000 Othello players to compete in the United States championships, as a preliminary toward gaining a U.S. champion. Early rounds will be held through local events at leading department stores, games specialty shops and colleges and clubs across the country. Winners of the local contests will compete in four regional contests on October 11 in Boston, Chicago, Atlanta and Portland.

The four regional champions will then vie for the U.S. title, and a grand prize free trip-for-two to

London, plus a host of other prizes. The U.S. Nationals will take place in New York on October 18, with contestants also enjoying a gala weekend in the Big Apple.

Gabriel notes that last year's Othello tournament drew almost 2,000 players to local competitions in 38 cities, and attracted great public attention. The international playoff was held in Rome, with U.S. champion Jonathan Cerf placing second.

During the tournament, Pope John Paul II, an avid Othello player, held an audience with the international champions.

Gabriel estimates that more than 40 million people now play Othello in 106 countries. A growing number of American enthusiasts have become members of the United States Othello Association (USOA), headquartered in Washington, D.C.



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Friday, Aug. 22, 1980

ContraCostaTimes TimeOut

Space Invaders: The Little Marauders Got Him

By RICK VOGT

"Bloop, bloop, bloop, bloop! Kazingol!

A white laser-like rocket is fired from the television set earth to decimate a row of marauding invaders from outer space.

The operators of the Atari video game are intent on blasting away the little laser-firing enemies, for there's \$150 riding on the game.

The game is Atari's Space Invaders and it's the first regional competition.

Better than 1,000 people — including this writer — showed up at the Valco Fashion Park shopping center in Cupertino last Saturday to vie for the \$300 in cash prizes and the fame of being the best at playing Space Invaders.

For the uninitiated, Space Invaders is probably one of the most addictive video games around.

It made its debut at pin-ball arcades across the nation a couple of years ago, capturing the hearts, minds and reflexes of those will-

ing to spend hundreds of dollars in quarters on a TV game that makes unique sounds.

But when Atari, Inc., offered Space Invaders on its home video game system, virtual hell broke loose.

Thousands laid out between \$25 and \$35 to buy the game cassette so they could play at home.

The game features 112 versions of Space Invaders, and that doubles to 224 if you consider the fact there's a hard version and easy version of each game.

That's just a little background about the game.

Let's stroll down to Cupertino where the crowds are waiting for the contest to start.

The San Jose police are out in force, keeping the people in lines and shaking their heads in bewilderment.

Anticipation grows as the eager contestants shuffle toward the huge banks of television sets hooked up to the game.

The television sets are

inserted in 10-foot-high blue columns, and the players stand in front of them, manning the controls, which have a stick like an airplane control and a red button which fires the laser rays.

As the competition begins, it becomes apparent there are going to have to be some pretty good players to pick up the money.

And this writer, though he'd been practicing at home for two weeks and built his score up to about 9,000, had the sinking feeling that he would bite the dust.

While standing in line, the master of ceremonies kept introducing players — most of them teenage boys — who scored in the 15,000 range.

Then there was another lad who drove all the way from Marin County to astound those waiting to play with a phenomenal 42,000 and something.

Another kid from Benicia got 39,000.

Apparently the heavy-

weights had slipped in the side door.

The moans that went up from the waiting players were quite audible.

Space Invaders T-shirts were being handed out to everyone who got more than 7,500 points.

Then it was my turn. I paid my \$1 registration fee and waited for the next available machine.

I got it.

There was a 30-second warm-up period in which I garnered 468 points, and then the reset button was flipped and the real action was underway.

Using my almost-never-fail strategy, I began knocking out the noisy little invaders.

But there was something wrong this time. Maybe it was the noise. Maybe it was the tension. But my timing was off. I let the little marauders get me before I got them. They invaded earth, and I got a paltry 2,790 points.

What's worse, I didn't get a T-shirt.

But I really didn't stand a chance, anyway.

The top winner was H.C. Ng, 16, of San Francisco, who racked up an incredible 64,185 points. And he won the \$150 first prize money.

Second place was pretty close, going to Bill Gotthardt, 15, of Fremont. He got 64,095 points and \$100.

Glenn Gauthier, also 15, of Los Altos, won \$50 with his 59,095 points.

Ng will be going to New York City Nov. 10 on an all expense paid trip to take part in the Atari-sponsored Space Invaders finals.

He'll be competing against other regional winners from contests that are scheduled to be held this autumn in Los Angeles, Dallas, Chicago, Atlanta and New York.

Space Invaders, it turns out, is not a game for a 35-year-old. A person that old is working with a body

that's lost the needed muscle tone and — worst of all — reflexes that are shot.

But like the heroin addict who keeps abusing his body or a foodaholic who remains a glutton and adds more weight, the older Space Invaders contestants keep on playing.

Hot stuff

PENNINSULA TIMES TRIBUNE

AUGUST 22, 1980

ALIEN ARMIES — Space invaders are capturing our young people. But they aren't being carried off to a distant galaxy, they're merely being held captive in front of video screens:

"Space Invaders" is the video game in which participants attempt to shoot down advancing columns of aliens before they can reach earth. The home video version of the game was introduced early this year by Atari Corp. of Sunnyvale, and already has become what the company claims is the hottest-selling video game in history, spawning T-shirts, bumper stickers, songs, clubs and even a national contest.

The first regional "Space Invaders" championship was held last Saturday at Vallco Fashion Park in Cupertino, and more than 800 people, age 5 to 46, showed up to blast those little blips.

The winner was Hing C. Ng, 16, of San Francisco, with a score of 64,385 points achieved during a game that lasted 55 minutes. Ng was awarded \$150 and an expense-paid trip to New York in November for the national championship. Adults may be dismayed to learn that all of Saturday's top 10 contestants were between the ages of 12 and 19.

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INFOWORLD
PALO ALTO, CA.
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InfoWorld

Space Invaders Invades New York

SUNNYVALE, CA—Space Invaders, one of the more popular video games, has inspired a national competition to determine the highest-scoring player in the country.

The contest is sponsored by Atari, Inc., a Sunnyvale, CA, company that markets the home video game. Five

regional contest winners will compete in the national finals in New York in November.

Space Invaders players try to shoot down ever-advancing columns of aliens before they reach Earth. The first competition was held August 16 in San Jose, CA. One thousand par-

ticipants vied for the chance to compete in the finals. Sixteen-year-old Hing Ng of San Francisco won with a score of 64,385 points.

In each of the regional contests cash prizes go to the three highest-scoring participants; the remaining seven players in the top ten receive an Atari game cartridge of their choice. First place prize is \$150 and an expense-

paid trip to the finals in New York. Second place gets \$100, and \$50 goes to third. Competitors reaching a score of 15,000 or more receive a Space Invaders T-shirt.

The finals are November 10 at the Warner Communications headquarters at Rockefeller Plaza. Atari is a division of Warner Communications, Inc. ■



PLAYTHINGS
NEW YORK, N.Y.
N. 11, 637
AUG 1980

Atari announces consumer Space Invader promo

SUNNYVALE, CAL. — Atari has announced plans for a national championship in both Space Invaders and Break-out games as played on its Video Computer System.

The consumer contest will be publicized by direct mailings to owners of the Atari System and by radio and newspaper ads. Interested retailers should

contact their Atari sales reps for further information. Proceeds from the event will go to charity. The finals will be held sometime late this fall in San Francisco.

Meanwhile, Atari has announced the addition of four game cartridges to its current line up: Maze Craze, Video Checkers, Dodge 'Em and a new Championship Soccer cartridge.

Watch Out, Earth! Invaders From Space Are Coming for You

Zap Them With a Laser Beam,
It Only Costs a Quarter;
Video Madness Breaks Out

By JULIE SALAMON

Staff Reporter of THE WALL STREET JOURNAL
Question: What has little creatures that drop bombs, goes thump-thump, thump-thump, eats quarters and is addicting?

Answer: Don't bother me now. It's my turn to play Space Invaders.

Video madness is sweeping the country with flashing colors, booming explosions, nerve-tingling action and little electronic monsters like the invaders from space that adorn this article. Coin-operated electronic games are sprouting in places where their ancestor, pinball, is *machina non grata*. Movie theaters, convenience stores, bowling alleys and even cocktail lounges are pulling in players of all ages and types.

"We spend our life earnings in here," says 16-year-old Michael Heaney as he plunks another quarter into an Asteroids game at Vinny Andreula's soda shop in Hoboken, N.J., a working-class town whose main claim to fame is a better view of Manhattan than New Yorkers enjoy. Michael pulls down \$30 a week as a delivery boy. He and two buddies figure they each spend \$15 to \$20 a week at Vinny's.

Across the Hudson in New York City, businessmen crowd the Station Break, a game arcade below Pennsylvania Station, jostling with vacationing kids as they all line up to play Space Invaders, Asteroids, Alien and Lunar Lander. These electronic diversions are "the biggest thing ever to hit the game industry," says Ralph Bender, the manager.

The games are the craze in Japan, too, and have even been spotted in the Tel Aviv airport. They "turned society around in Japan and are starting to do the same thing here," gravely muses Stanley Jarocki, marketing director for Bally Manufacturing Co.'s Midway unit, maker of Space Invader, perhaps the most popular game.

The video games use a microcomputer to move creatures, stars, rockets and other objects across TV-like screens. Most make pulsing noises that intensify as the game accelerates, punctuated by explosions as players blast rockets or creatures, depending on the game. "I'm not crazy about pinball but I love these electronic gadgets," says Bob Jimenez, a 29-year-old merchandizer for Montgomery Ward. "There's more action. The explosions, those creatures coming at you. It's better than just moving around those little balls."

Video is taking points from the pinball market. Although estimates on the size of the coin-operated game market are sketchy, manufacturers say it is about a \$500 million-a-year business: half pinball, half video. Significantly, though, those figures represent a 25% increase in video revenue from a year ago and virtually no increase in pinball, says Frank Ballouz, director of marketing for Atari, the division of Warner Communications that makes Asteroids.

At Funway Freeways, a chain of 27 Midwestern amusement arcades, "for every new pinball machine, we put in three videos," says Robert A. Rothman, president of Interstate Leisure, which franchises the arcades.

Mamie's Ice Cream Parlor in New York's Greenwich Village installed an Asteroids machine last month because "the owner thought it would bring in business," says Nate Pechinik, Mamie's manager. "And it did." Mr. Andreula, the Hoboken confectioner, says his soda-shop business has increased 30% since he put in his first video game, a Space Invaders.

Asteroids and Space Invaders aren't the original video games. Atari originated the genre in 1972 with Pong. It was a game of electronic ping-pong. One or two players turned knobs that moved their "paddles" — blips on the screen — up and down to return the "ball" — a round blip. Pong was black and white and quiet — except for a subdued beep-beep when a ball was hit. It was modestly successful.

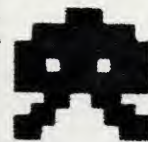
For years, though, Pong and the succession of video games that followed remained second-class citizens in the coin-operated game world. King Pinball still dominated, strengthened by computerization that provided faster, more difficult games.

Then, in 1978, came Space Invaders. Aided by more elaborate and less expensive electronic circuitry, this machine offered noises, colors and movements to rival the best pinball machines. An added attraction: a space theme, a nearly infallible motif in a year when movies such as "Star Wars" were hits. Most important, unlike previous video games and most pinball machines, Space Invaders was difficult to master. "It

really tests your reflexes," says Jack Friebolin, a 27-year-old copier serviceman.

In Space Invaders, descending rows of little creatures march across the video screen. The player tries to bump them off by pressing a button that sends "laser beams" upward from a base that can be moved side to side below protective barriers at the bottom of the screen. Meanwhile, the invaders drop bombs that chip away at the barriers. When the base is hit, the score — measured by the number of invaders wiped out — is tallied. Adding to the tension is the steady heartbeat cadence, which speeds up as the game progresses and the invaders get closer.

It was "Space Invaders that set off the explosion in the video-game industry," says David Stroud, vice president for marketing at Cinematronics, an El Cajon, Calif., manufacturer of Rip-Off, a Space Invaders spin-off. Says Mr. Rothman, the franchiser, "It isn't just an exciting game. It's like chess or checkers, so sophisticated it can take you to another level."



Before its U.S. debut, Space Invaders was introduced by Taito Ltd. in Japan, where it soon engendered a cult. The machines popped up all over the country — some 350,000 have been sold there — and joint "Invader" clubs became *de rigueur*.

In late 1978, Midway, whose parent Bally also makes pinball machines and gambling equipment, licensed the game and brought it to the U.S. The company manufactured 60,000 Invaders in nonstop production over the past 23 months, "an unheard of" length of time in the fickle coin-operated game industry, where three to six months in production "is considered good," says Mr. Jarocki. Demand was so great it took at least five weeks to fill new orders.

Midway is ending production of Space Invader machines and devoting full attention to Galaxian, its new "more sophisticated" entry into the video-game field, says Mr. Jarocki. "Games have to be made more interesting and more challenging or they will bore the more-sophisticated players," he says.

Back at the Penn Station arcade, players certainly don't appear bored with Space Invaders. The arcade's six Invader machines are busy "nonstop from 7:30 a.m.," says Mr. Bender, the manager. Some, like Mr. Friebolin, the copier serviceman, refuse to wait in line and instead concentrate on other machines. Recently, for example, Mr. Friebolin dropped \$10 in quarters into Lunar Lander during his lunch hour. "It's addictive," he confesses.

The average new video game retails for \$2,000 to \$2,500; most are sold to operators, who lease them to various outlets in return for about 50% of the machines' revenue. In a choice location a popular video game grosses about \$200 a week and may gross as much as \$400 a week in its early stages. The average take drops off "as skill levels increase, allowing a single player to play longer for the same amount of money," says Mr. Rothman, the arcade franchiser.

Explanations for video madness vary. "We've become a TV society," offers Mr. Bender. "The videos are so realistic." Michael Heaney of Hoboken says he plays every day because "there's nothing really to do during the day. We can go to the park and play basketball or come here." As for Mr. Jimenez, the merchandizer, he shows up regularly at the arcade "just to break the lunch hour routine. You could walk around and look at girls all day, but sometimes you need a diversion."



NATIONAL FINALS
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